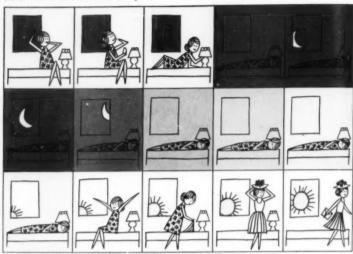
Medical Foonomics

iblished every other Mon ay . Issue of May 8, 1961

Best buy in a storney in a retirement | It's time to stop fee governa by claims attorneys!

Push-button medicine? It's here!

Bendectin at bedtime



prevents morning sickness here

"...I have gained the best results with [Bendectin]...because these tablets have a protective coating ...the dose taken at night becomes effective in the morning."

- 1. Middleton, T. F.: Postgrad, Med. 24:699.
- 2. Nulsen, R. O.: Ohio State M. J. 53:665.
- 3. Personal communications, 1956-57.
- 4. Towne, J. E.: Internat. Rec. Med. 171:583.
- 5. Gelger, C. J., et al.: Obst. & Gynec. 5:688.



THE WM.S. MERRELL COMPANY

Cincinnati, Ohio • St. Thomas, Ontario

BENDECTIN

Measure your present therapy against these demonstrated advantages:

■ proved relief in more than 9 out of 10 patients²⁻⁵ ■ no phenothiazinelike side effects ■ daily therapy costs less than a quart of milk

DOSAGE: Two tablets at bedtime. SUPPLY: Bottles of 100 and 500.

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What's ahead for you

Medical Economics, May 8, 1961

YOUR SAVINGS FOR RETIREMENT will go untaxed until you quit practicing, if Internal Revenue Commissioner Caplin has his way. Just before his appointment, he wrote that he advocated tax deferment for the pension funds of any "business entity"—incorporated or not.

NOT THIS YEAR, BUT NEXT, is when Kennedy's Social Security-paid health care plan will be enacted. That's the prediction of 81-year-old Michael M. Davis. He helped draft the first compulsory national health insurance plan for President Roosevelt back in 1944.

PLANNING TO BUY A NEW CAR this fall? Don't complain if it has two-ply tires instead of the standard four-ply. The new two-ply is said to be a stronger and cooler-running tire.

YOUR DIVIDEND CHECKS MAY BE SMALLER soon. The Administration is urging legislation to withhold taxes on such income at the source. To date, the I.R.S. has had little success in getting taxpayers to declare dividend income.

DOCTORS WHO ABUSE HEALTH INSURANCE will have tougher going if the tactics of one big plan catch on. Group Health Insurance, Inc., is

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reporting to the Professional Conduct Division of the New York State licensing board ten to fifteen doctors a week it believes are filing fraudulent claims. "Local societies wouldn't discipline these men," says G.H.I.'s Dr. Arthur Fischl. "So we've turned to state authorities."

IF YOU INVEST IN REAL ESTATE as a syndicate partner, here's what you're likely to get back annually, say syndicate brokers: from an apartment house, office building, or large shopping center, 8 to 10 per cent; from a motel, 12 to 14 per cent; from a bowling alley, 13 to 20 per cent. Part of this is tax-exempt "return of capital."

PREMIUMS BASED ON ABILITY TO PAY may be offered to the aged for the first time by Blue Shield and Blue Cross under a proposal Pennsylvania's plans have made. Kerr-Mills money would make up any difference between payment and cost.

A NEW KIND OF MUTUAL FUND would let you swap your shares for a variable annuity when you retired. United Variable Annuities Fund would then pay you income pegged to the changing value of a stock portfolio set up to finance the annuity plan. Approval by Government regulatory agencies is yet to come.

Medical Economics, May 8, 1961

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Kills pain....stops tension

For neuralgias, dysmenorrhea, upper respiratory distress and postsurgical conditions—new compound gives more complete relief than other analgesics

New nonnarcotic analgesic

soma Compound

Composition: SOMA COMPOUND - 200 mg. Soma (carisoprodol), 160 mg. phenacetin, 32 mg. caffeine; Soma Compound + Codeline - Same as Soma Compound plus ¼ gr. codeine phosphate.

Dosage: For either form, I or 2 tablets q.i.d.

Supplied: SOMA COMPOUND - apricot-colored, scored tablets; SOMA COMPOUND + CODEINE—white, lozenge-shaped tablets; each form in bottles of 50 tablets.

Literature and samples of Soma Compound available on request.



Cranbury, N. J. cso.

New for more severe pain

soma Compound - codeine

BOOSTS THE EFFECTIVENESS OF CODEINE: Soma Compound boosts the effectiveness of codeine. Therefore, only ¼ gr. of codeine phosphate is supplied to relieve the more severe pain that usually requires ½ gr.



IN SINUSITIS, COLDS AND UPPER RESPIRATORY DISORDERS

"" DIMETAPP Extentabs

LET YOUR PATIENTS BREATHE EASIER!

ONE EXTENTAB PROVIDES CLEAR BREATHING FOR 12 HOURS—One long-acting DIMETAPP Extentab provides all-day or all-night relief from stuffiness, drip and congestion. Easier to use than nose drops or sprays, DIMETAPP contains a proved antihistamine, Dimetane, and two outstanding decongestants, phenylephrine and phenylpropanolamine, thereach areas topical medications can't touch, to relieve the annoying symptoms of sinusitis, colds and URI—without rebound congestion.

WITH EXCEPTIONAL FREEDOM FROM ANNOYING SIDE EFFECTS—With DIMETAPP Extentabs, there's little problem of either drowsiness or overstimulation. The antihistamine component, Dimetane, has been demonstrated to produce as few side effects as a placebo," while the dosages of the decongestant components are small, yet fully effective.

DIMETAPP Extentabs contain Dimetane® (parabromdylamine [brompheniramine] maleate) 12 mg., phenylephrine HCI 15 mg., and phenylpropanolamine HCI 15 mg. Dependable Extentab construction assures relief of symptoms for up to 12 hours with 1 tablet.

Posage: Adults -1 Extentab q. 8-12 hours. Children over 6-1 Extentab q. 12 hours. Precautions: In high dosage some drowsiness may infrequently occur from Dimetane. As with all preparations containing sympathomimetic amines, Dimetapp should be administered with caution to patients with cardiac or peripheral vascular diseases or hyperthyroidism. Contraindication: Patients sensitive to antihistamines. Supplied: Bottles of 100 and 500.

*New England J. Med. 261:478, 1959 (Schiller, I. W. and Lowell, F. C.)

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Medical Economics

National business magazine for physicians, May 8, 1961

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 $Infectious\ folliculitis\ with\ secondary\ impetiginization\ treated\ with\ Furacin-HC\ Cream-6\ days\ later\ improved\ and\ discharged.$

Pyodermas: fight infection, facilitate healing

In clinical use for more than 13 years and today the most widely prescribed single topical antibacterial, Furacin retains undiminished potency against pathogens such as staphylococci that no longer respond adequately to other antimicrobials. Furacin is gentle, nontoxic to regenerating tissue, speeds healing through efficient prophylaxis or prompt control of infection. Unique water-soluble bases provide thorough penetration, lasting activity in wound exudates, without "sealing" the lesion or macerating surrounding tissue.

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Solution / Cream / HC Cream
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Suppositories / Inserts / FURESTROL®
Suppositories (with diethylstilbestrol)
Special Formulations for Eye, Ear, Nose

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This man's novel scheme includes a tax-favored practice sale, plus eight years of salary on a job that gets easier every year—and a Social Security 'bargain' thrown in for good measure



Lifts depression...as it calms anxiety

Smooth, balanced action brightens mood, restores normal sleep...rapidly and safely

Balances the mood—no "seesaw" effect of amphetamine-barbiturates and energizers

Acts swiftly – the patient soon returns to her normal activities

Acts safely - no danger of liver or blood damage

Dosage: Usual starting dose is 1 tablet q.i.d. When necessory, this dose may be gradually increased up to 3 tablets q.i.d. Composition: 1 mg. 2-diethylaminoethyl benzilote hydrochloride (benactyzine HCI) and 400 mg. meprobamate.

Supplied: Bottles of 50 light-pink, scored tablets. Write for literature and samples.

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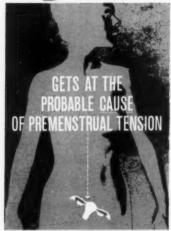
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to comfort the patient...

SYMPTOMATIC THERAPY An effective diuretic (Cardrase*) and a mild tranquilizer (Levanil*) afford symptomatic relief during the time required to effect basic correction. They also supplement the activity of Provera in those patients in whom restoration of hormone balance does not completely eliminate edema and anxiety/tension.

Each tablet contains:

Provera_(medroxyprogesterone acetate)...2.5 mg. Cardrase (ethoxzolamide)..... .35 mg. Levanil (ectylurea) Usual dosage: 1 to 2 tablets daily, 5-10 days before the period. Supplied: As layered tablets in bottles of 20 and 100. Precautions: Side effects following the use of Cytran are rare. The patient should be observed for possible sensitivity to one or more of the components. Drowsiness, if seen, may be relieved by decreasing the dosage. Contraindications: Cýtran should not be used in patients with abnormal uterine bleeding until malignancy and all other organic pathologic conditions have been ruled out. Carbonic anhydrase inhibitors should not be administered in the presence of renal failure, hyperchloremic acidosis, Addison's disease, or any condition involving depressed sodium and/or potassium levels. Caution must be observed in the presence of symptomatic hepatic cirrhosis as acidosis may develop. Tranquilizing agents, generally, are not indicated in true depressive states without concomitant anxiety.

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have you heard, Doctor? Chymoral cuts healing time in respiratory inflammation

By subduing the inflammatory reaction of respiratory tract tissues, Chymoral liquefies thickened bronchial secretions and affords easier expectoration of mucus plugs. In a series of 48 patients with bronchial asthma, 44 were afforded relief with

Chymoral therapy that was judged "good to excellent."1 In chronic obstructive emphysema, Chymoral has improved both vital capacity and the ability to expectorate without severe, racking cough effort,2 And in sinusitis or rhinitis there is a definite reduction of inflammation and edema of the nasal and sinal mucosa, along with improved airflow.2,3

controls inflammation, curtails swelling, curbs pain

1. Taub, S. J.: Clin. Med. 7:2575, 1960. 2. Clinical Reports to the Medical Department, Armour Pharmaceutical Company, 1960. 3. Billow, B. W.; Cabodeville, A. M.; Stern, A.; Palm, A.; Robinson, M., and Paley, S. S.: Clinical Experiences with Oral Anti-Inflammatory Enzyme for Intestinal Absorption, Southwestern Med. 41:286, 1960,

CHYMORAL

Chymoral is an ORAL anti-inflammatory enzyme tablet specifically formulated for intestinal absorption. Each tablet provides enzymatic activity, equivalent to 50,000 Armour Units, supplied by a purified concentrate which has specific trypsin and chymotrypsin activity in a ratio of approximately six to one. ACTION: Reduces inflammation of all types; reduces and prevents edema except that of cardiac or renal origin; hastens absorption of blood and lymph extravasates; helps to liquely thick tenacious mucous secretions; improves regional circulation; promotes healing; reduces pain. INDICATIONS: Chymoral is indicated in respiratory conditions such as asthma, bren-chitis, rhinitis, sinusitis; in accidental trauma to speed absorption of hematoma, bruises, and contusions; in inflammatory dermaloses to ameliorate acute inflammation in conjunction with standard therapies; in gynecologic conditions such as polivic inflammatory disease and mastitis; in obstetrics as episiotomies and breast engorgement; in surgical procedures as biopsies, hernia repairs, hemorrhoideclomies, mammec tomies, phlebitis and thrombophlebitis; in genitourinary disorders as epididymitis, orchitis and prostatitis; in dental and oral surgery as fractures of the mandible or maxilla, difficult or multiple extractions, and alveolectomies. CONTRAINDICA-TIONS: None known. INCOMPATIBILITIES: None known. Antibiotics as well as generally accepted measures may be coadministered. SIDE EFFECTS: Mild gastric upsets, rarely encountered. DOSAGE: Recommended initial dose is two tablets q.i.d.; one tablet q.i.d. for maintenance. SUPPLIED: Bottles of 48 tablets.

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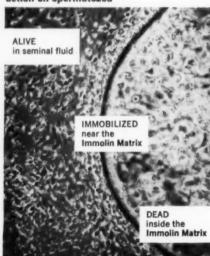
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1. Goldstein, L. Z.: Obst. & Gynec. 19:133 (Aug.) 1957. 2. Finkelstein, R., and Goldberg, R. B.: Am. J. Obst. & Gy

Finkelstein, R., and Goldberg, R. B.: Am. J. Obst. & Gynec. 78:657 (Sept.) 1959.
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Medical Economics

May 8, 1961

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USUAL DOSAGE: Adults: 2 tablets, four times daily.
Children: (9 to 12 years). 1 tablet, four times daily.

WARNING: Due to the high solubility in body fluids of "Thiosulfil" and its acetyl form, the hazards of renal tubule obstruction are minimized. The usual precautions exercised with sulfa drugs generally should, however, be observed. In those rare instances where exanthemata, urticaria, nausea, emesis, fever or hematuria, are encountered, administration should be discontinued. CONTRAINDICATIONS: (1) a history of sulfonamide sensitivity and (2) due to the phenylazo-diamino-pyridine HCl component, renal and hepatic failure, glomerulonephritis, and pyelone-phritis of pregnancy with gastrointestinal disturbances.

SUPPLIED: "Thiosulfil" A Forte-No. 783: Each tablet contains sulfamethizole 0.5 Gm., and phenylazo-diamino-pyridine HCl 50.0 mg., in bottles of 100 and 1,000.

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Indications: duodenal ulcer; gastric ulcer; intestinal colic; spastic and irritable colon; ileitis; esophageal spasm; anxiety neurosis with gastrointestinal symptoms, and gastric hypermotility.

Administration and Desage: PATHIBAMATE-400 (full meprobamate effect) —1 tablet three times a day at mealtime, and 2 tablets at bedtime. PATHIBAMATE-200 (limited meprobamate effect)—1 or 2 tablets three times a day at mealtime, and 2 tablets at bedtime. Adjust to patient response.

Contraindications: glaucoma; pyloric obstruction, and obstruction of the urinary bladder neck.



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inside as well as outside the hospital... staphylococci usually remain sensitive to

CHLOROMYCE

That the sensitivity patterns of "street" staphylococci differ widely from those "hospital" staphylococci is a well-established clinical fact. 1-5 Although strains staphylococci encountered in general practice have remained relatively sensitive a number of antibiotics, the problem of antibiotic-resistant staphylococci appear to be a threat to all patients in hospitals today. It is encouraging to note, however "...that a relatively small percentage of strains develop resistance to chloram phenical, despite the consumption of large amounts of this antibiotic."7

In one hospital, for example, CHLOROMYCETIN "... was the only widely use antibiotic to which few of the strains were resistant." In another hospital, despit steadily increasing use of CHLOROMYCETIN since 1956, "... the percentage chloramphenicol-resistant strains has actually been lower in subsequent years. Elsewhere, insofar as hospital staphylococci are concerned, it appears that "... problem of antibiotic resistance can be regarded as minimal for chloramphenical

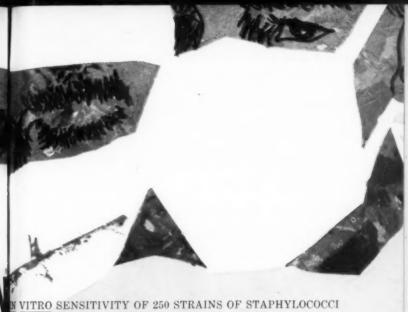
CHLOROMYCETIN (chloramphenicol, Parke-Davis) is available in various forms, including Kapseals® of 250 mg., in bottles of 16 and 100.

See package insert for details of administration and dosage.

Warning Serious and even fatal blood dyscrasias (aplastic anemia, hypoplastic anemia, thrombocytopen derences: (1) granulocytopenia) are known to occur after the administration of chloramphenicol. Blood dyscrasias he rol. Int. Med. occurred after short-term and with prolonged therapy with this drug. Bearing in mind the possibility the Part II:19, such reactions may occur, chloramphenicol should be used only for serious infections caused by organic which are susceptible to its antibacterial effects. Chloramphenicol should not be used when other keroleman agents will be effective, or in the treatment of trivial infections such as colds, into enza, viral infections of the throat, or as a prophylactic agent.

Precautions: It is essential that adequate blood studies be made during treatment with the drug. We blood studies may detect early peripheral blood changes such as leukopenia or granulogytopenia, bed they become irreversible, such studies cannot be relied upon to detect bone marrow depression prior development of aplastic anemia.

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N VITRO SENSITIVITY OF 250 STRAINS OF STAPHYLOCOCCI OCHLOROMYCETIN AND TO FOUR OTHER ANTIBIOTICS*

CHLOROMYCETIN 78%

Antibiotic A 68%

Antibiotic B 55%

Antibiotic C 45%

Antibiotic D 21%

here strains of coagulase-positive staphylococci were isolated from hospitalized patients at a rge county hospital during the year 1959. Sensitivity tests were done by the disc method.

offerences: (1) Bauer, A. W.; Perry, D. M., & Kirby, W. M. M.: J.A.M.A. 173:475, 1960. (2) Fisher, M. W.: wk. Jst. Med. 105:413, 1960. (3) Cohen, S.: Circulation 20:96, 1959. (4) Edwards, T. S.: Ass. J. Ophthe. Part II:19, 1959. (5) Smith, I. M.: Staphylococcal Infections, Chicago, The Year Book Publishers, Inc., & p. 148. (6) Petersdorf, R. G.; Rose, M. C.; Minchew, H. B.; Keene, W. R., & Bennett, I. L., Jz.: cst. Int. Med. 105:398, 1960. (7) Editorial: J.A.M.A. 173:544, 1960. (8) Finland, M.; Jones, W. E., Jr., & cst. Jr.: Arch. Ind. 104:365, 1959.

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Complete information concerning the use of this drug is available on request.

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SUSTAINED RELEASE IRON CAPSULES LEDERLE

A rational approach to the treatment of iron deficiency. The sustained, timed action releases the bulk of the iron in the duodenum-jejunum and some in the ileum, closely approximating the normal sequence of absorption of medicinal iron. The possibility of G.I. irritation is reduced because ferrous fumarate is an improved, better tolerated iron, and concentration of iron is not unduly high at any point. FERRO-SEQUELS also contain dioctyl sodium sulfosuccinate which helps soften stools for easier elimination.

Each two-tone, green FERRO-SEQUELS contains:

Dioctyl sodium sulfosuccinate 100 mg. Dosage: 1 or 2 SEQUELS daily. <u>Supplied:</u> Bottle of 30.

1. Goodman, L. S., and Gilman, A.: The Pharmscologic Basis of Therapeutics, Second Edition, The Macmillan Company, New York, 1955, pp. 1454-5.

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Cremomycin, provides rapid relief of virtually all diarrheas

NEOMYCIN - actively bactericidal against a wide range of gram-negative intestinal pathogens, but relatively ineffective against certain diarrhea-causing organisms.

SULFASUXIDINE® succinylsulfathiazole-an ideal adjunct to neomycin because it is highly effective against Clostridia and certain other neomycin-resistant organisms.

KAOLIN AND PECTIN - coat and soothe the inflamed mucosa, adsorb toxins, help provide rapid symptomatic relief.

Additional information on CREMOMYCIN is available to physicians on request.



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CREMONYCIN AND SULFASURIDINE ARE TRADEHARKS OF MERCK

Medico

You still have time to win one of the

MEDICAL ECONOMICS AWARDS

for original articles written by physicians

\$500 for the article judged the best of those submitted Up to \$300 for other articles acceptable for publication

The deadline for entries has been extended at the request of physicians who wanted to write up their ideas and experiences but had no time to do so this spring. So note the new closing date—Aug. 31, 1961—and the following suggestions for contributors:

Write up your ideas on one aspect of any broad subject in our field—practice management, for example, or human relations, or investments, or even medical humor.

Be sure to back up your ideas with specific examples, anecdotes, and cases in point drawn from your own experience. The more such documentation, the better your chance of winning an Award.

Send in your article to the Awards Editor, MEDICAL ECONOMICS, Oradell, N.J.—the sooner, the better, but postmarked no later than Aug. 31, 1961. Manuscripts should not exceed 2,500 words. They should be typed, double-spaced, on one side of the paper, and mailed in with a stamped, self-addressed envelope enclosed. MEDICAL ECONOMICS' editors will be the judges; their decision will be final.

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3:00

CONVENIENT, LONG-ACTING

the predictable, specific agent to relieve anxiety and tension

meprobamate, Wyeth

up to 2 c 400 mg. c

For furth

3:00 P.M.







FORM OF EQUANIL

The average adult daily dose is 1 capsule twice a day although a dosage range up to 2 capsules twice a day may be required by certain patients. Supplied: 400 mg, capsules.

for further information on limitations, administration and prescribing of EQUANIL L-A, see descriptive literature or current Direction Circular

Wyeth Laboratories Philadelphia 1, Pa.



CAPSULES

in any rheumatic 'itis'





IT MAY BE EARLY RHEUMATOID ARTHRITIS



'neck-itis'

IT MAY BE MYOFIBROSIT



The favored corticoid-salicylate compound. For more effective and comprehensive, vet conservative, treatment than either steroids or salicylates alone... the outstanding anti-in-

yet conservative, treatment than either steroids or salicylates alone... the outstanding anti-inflammatory effect of prednisone'... the supportive antirheumatic action of aspirin?.3. to bring rapid pain relief and quiet the inflammatory process. SIGMAGEN offers less likelihood of treatmentterminating side effects.2 SIGMAGEN is available in bottles of 100 and 1000.

References: 1. Cohen, A., et al.: <u>J.A.M.A.</u> 165:225, 1957. 2. Spies, T. D., et al.: <u>J.A.M.A.</u> 159:645, 1955. 3. Stecher, R. M.: Panel Discussion, Ohio M. J. 52:1037, 1956.

Stecher, R. M.: Panel Discussion, Ohio M. J. 52:1037, 1956.
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IN BRIEF

BONINE the dihydryl-4-m antihista for previousiting

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SIDE EFFI aide effec

PFIZER

uncomplicatedprevention of "next-morning sickness" with a single bedtime dose

a record of effectiveness, excellent toleration, and economy



IN BRIEF

BONINE (meclizine hydrochloride) is the dihydrochloride of 1-p-chlorobenzhydryl-4-m-methylbenzylpiperazine, an antihistaminic-anticholinergie compound for prevention and relief of nausea and vomiting due to a variety of causes.

INDICATIONS: Valuable in the symptomatic relief of nausea and vomiting of pregnancy. Also indicated for motion sickness, radiation sickness, vertigo assotiated with Ménière's syndrome, labyrinthitis, fenestration procedures, vestibular dysfunction, and dizziness associated with cerebral arteriosclerosis.

ADMINISTRATION AND DOSAGE: For control of nausea and vomiting of pregnancy, a single dose of 25 to 50 mg, at bedtime is usually effective. For dosage schedules in other indications, see package insert.

SIDE EFFECTS: Not a phenothiazine, the side effects reported in association with

BONINE have been uncomplicated, mild and/or transient and consist of occasional drowsiness, dryness of the mouth, and blurred vision. There are no known contraindications to BONINE.

PRECAUTIONS: As with other antihistaminic compounds, the physician should inform patients of the need for caution in driving a car or when engaged in other activities requiring alertness.

SUPPLIED: BONINE Tablets, scored, tasteless, 25 mg. BONINE Chewing Tablets, mint-flavored, 25 mg. BONINE Elixir, cherry-flavored, 12.5 mg. per teaspoonful (5 cc.).

only rarely does one drug meet so well the needs of one condition

More detailed professional information available on request.

Science for the world's well-being" (Pfizer)



PFIZER LABORATORIES Division, Chas. Pfizer & Co., Inc. Brooklyn 6, New York

newest J.A.M.A. paper1

reports an

"oral therapy of choice"

in management of diabetes.

from the mild stable adult

to the severe labile juvenile

DBI (brand of Phenformin HCI-N¹-β-phenethylbiguanide HCI) is available as 25 mg, white, scored tablets, bottles of 100 and 1000.

NOTE – before prescribing DBI the physician should be thoroughly familiar with gent directions for its use, indications, dosage, possible side effects, precautions and contraindications, etc. Write for complete detailed literature. resu

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Rely on D diabetics in the sat stable

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results of 104 "problem" diabetics treated with...

DBI

fair to excellent control in 91 of 104 diabetics (88%)

... achieved with DBI use alone or combined with exogenous insulin.

"more useful and certainly more serene lives"...

In many diabetics "phenformin (DBI) has been responsible for adjusting life situations so that patients whose livelihood was threatened, whose peace of mind was disturbed because of lability of their diseases, have been restored to more useful and certainly more serene lives."

"no evidence of toxicity" due to DBI was found in this series.

a relatively low incidence of gastrointestinal reactions

was observed, serious enough to warrant discontinuance of the drug in only 5 of the 104 patients.

Rely on DBI, alone or with insulin, to enable a maximum number of diabetics to enjoy continued convenience and comfort of oral therapy in the satisfactory regulation of ...

stable adult diabetes • sulfonylurea failures Unstable (brittle) diabetes

s. vitamin & pharmaceutical corporation

Mington-Funk Laboratories, division • 250 East 43rd Street, New York 17, N. Y. Barclay, P. L.: J.A.M.A. 174:474, Oct. 1, 1960.

WHY DO ALL-LIQUID REDUCING DIETS FAIL?

They fail to establish sound eating habits.

Although four glasses of Dietene provide total optimum nutritional requirements for protein and all essential vitamins and minerals with only 760 calories (at a cost of less than 69¢ per day), any all-liquid diet is practical only for temporary or intermittent use. The monotony and artificiality of any all-liquid diet ultimately dooms it to failure.

IN CONTRAST, the Dietene 1000 Calorie "Normal Meal" Diet is designed to establish the sound eating habits essential to permanent weight control and patient cooperation. From the Dietene 1000 Calorie "Normal Meal" Diet, patients learn to eat three well-balanced, low-calorie

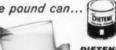
meals each day selecting from 70 commonly available foods.

And the two low-calorie, high-protein Dietene milk-shakes included in the 1000 Calorie Diet satisfy between-meal hunger and depress appetite at mealtime without drugs-literally making the nibbling habit work for you -not against you.

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Please send me free a 1-pound can (16 servings) of Instant Dietene (regularly \$1.98) and Dietene Diet Sheets.

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Professional briefs

Medical Economics, May 8, 1961

"INTERNESHIP IS A WASTE OF TIME; within five years it'll be abolished," predicts A.A.G.P. officer Dr. Francis L. Land. The A.A.G.P. is considering replacing G.P. interneships with two-year residencies. And the A.M.A.'s Council on Medical Education and Hospitals reportedly may revise all specialty-training requirements.

ONE REASON HOSPITAL COSTS ARE RISING: In 1946, our hospitals had 1.5 full-time employes per patient. They now have 2.5. And by 1970, if the present trend continues, they'll have 3.5.

NO TAX NONSENSE for your colleagues in Italy! Their Government recently proposed to cut the M.D. tax rate to 3 per cent of income, but to require records of patients visited. Result: a strike by 75,000 doctors. They blasted the plan as an "intolerable invasion" of their privacy.

\$25 BILLION FOR HEALTH—that's what America now spends annually, a Senate subcommittee has just estimated. More than \$4 billion of this comes out of Uncle Sam's pocket.

SHADY HEALTH INSURANCE SALESMEN can cost your patients their coverage by failing to write down all the medical facts they're given. Then,

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... Professional briefs

when the holder becomes ill, the company may cancel his policy on the ground he misstated his condition. Now one state, North Carolina, is considering a bill to curb such abuses (8,000 a year reported in that state alone).

WOULD YOU TAKE \$50 for letting the Food and Drug Administration conceal a tape recorder in your office to monitor detail men's sales pitches? That's the offer the F.D.A. reportedly has made to some 800 doctors. Now the A.A.G.P. has formally condemned such "Gestapo methods" and those physicians who cooperate.

LATEST THING IN BILLING SERVICES: National Cash Register's plan for doctors. Your aide posts ledger cards on a machine that codes a tape simultaneously. An NCR computer then sends out bills and feeds back data to you. Estimated monthly cost for 500 active accounts: \$170 if you rent a machine; \$80 if you buy it (\$3,100).

SHOULD DOCTORS BOYCOTT any health plan set up by the Government? Canada's M.D.s apparently don't think so. Asked recently what the C.M.A. should do if the Government starts taking over medical care, 91 per cent of the doctors said: Negotiate for an acceptable plan. Only 32 per cent favor a boycott if negotiations fail.

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METHAI

Supplie

17/7

In diaper rash-regardless of severity



Three-month-old infant hospitalized with severe diaper rash as shown



Improvement as shown three weeks after start of METHAKOTE

methakote* pediatric creme

produces prompt, often dramatic, relief and healing without resort to topical corticosteroids and antibiotics

promotes rapid healing through tissue-regenerative effect of a protein hydrolysate fortified with amino acids... provides prompt relief of discomfort...helps prevent recurrences...provides soothing and lubricating action... nonstaining, greaseless, washable

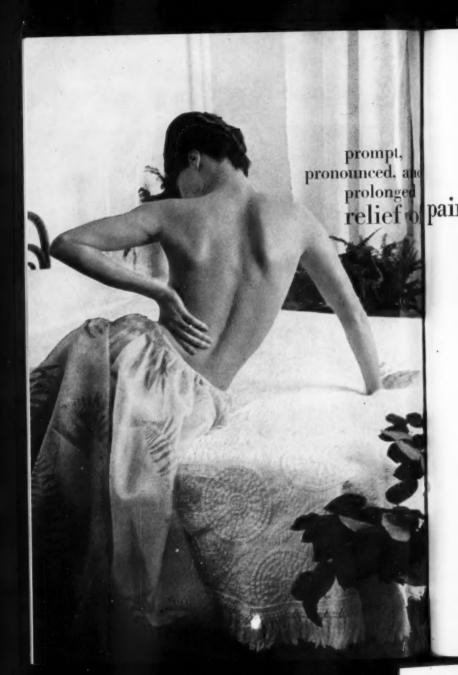
МЕТНАКОТЕ pediatric creme - Borden's unique amino acid/antiseptic formula

Supplied: 11/2 oz. tubes and 3 oz. economy-size tubes.



Pharmaceutical Division, 350 Madison Avenue, New York 17, N. Y.

TRADEMARK OF THE BORDEN COMPANY



painful skeletal muscle spasm

Relaxation - obtained within minutes with Robaxin Injectable. - maintained without drowsiness with ROBAXIN Tablets.

Nine published studies show:

Beneficial results in 90% of cases of skeletal muscle spasm with ROBAXIN.

Clinical responses to ROBAXIN therapy, as reported by investigators:

"marked" in 26 out of 33 patients, moderate in 6... "pronounced" in 37 out of 58 patients, moderate in 20...² "good" in 25 out of 38 patients, moderate in 6...⁵ "excellent" in 14 out of 17 patients, moderate in 2... "significant" in 27 out of 30 patients... "gratifying" in 55 out of 60 patients... "effective" in 32 out of 50 patients... "marked" in 27 out of 46 patients, moderate in 6... "good" in 57 out of 60 patients, moderate in 3.10

ROBAXIN exhibits "great freedom from undesired side reactions,"3 does not produce "concomitant cuphoria or partial anesthesia,"10 and permits patients to retain concentration and awareness."

For immediate relaxation of acute skeletal muscle spasm:

- each ampul containing 1.0 Gm, of methocarbamol in 10 cc, of sterile solution. Robaxin Injectable

For initiating therapy or maintaining relaxation induced by ROBAXIN Injectable:

Robaxin® Tablets - 0.5 Gm. (white, scored) in bottles of 50 and 500,

Also available: When pain and spasm require concurrent analgesic and relaxant action; Robaxisal® Tablets

-Robaxin with Aspirin

-and for skeletal muscle relaxation with more comprehensive analgesia: Robaxisal® - PH

-Robaxin with Phenaphen®

Literature available to physicians on request,

REFERENCES: 1. Carpenter, E. B.; Southern M.J. 51 5627, 1958, 2. Ferryth, H. F., J.A.M.A. 167 163, 1952, 3. Hudgi A. P.; Clin, Med. 62321, 1959. 4. Grisulia, A., and Thomson, J. E. M.; Clin, Onthopacilies 11 2599, 1999. 5. Levit, W. I. California Med. 9026, 1936. 6. O'Deberty, D. S., and Stelde, C. D., J.A.M.A. 167 169, 1983. 7. Fatt, H. W.; J.A.M. 167 160, 1956. 3. Plumb, C. S.; Journal-Lancet 76:331, 1938. 9. Poppen, J. L., and Flangam, M. E.; J.A.M.A. 1712 1939. 148 Schuled, H. J. O'Holpecies 1271, 1959.

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Making today's medicines with integrity . . . seeking tomorrow's with persistence



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The squeeze of modern diuretics eliminates excess fluids — but loss of potassium is unavoidable

It must be replaced

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READILY ABSORBED

REMARKABLY WELL TOLERATED

> EXTREMELY PALATABLE

AVOIDS
UNCERTAINTIES OF
ENTERIC-COATED
TABLETS AND
DANGERS OF
INTRAVENOUS
POTASSIUM

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elixir ®
(Potassium Gluconate, W-T)

AON Elixir twice daily

A tablespoonful of KAON Elixir twice daily (30 cc.) supplies the approximate normal daily potassium requirement (40.0 mEq.) — is approximately equal to the elemental potassium in one fourth gallon of orange juice. One teaspoonful (5 cc) approximately equals the potassium in 0.5 Gm. of potassium chloride.

WITH ADRENAL CORTICOID THERAPY, KAON IS USEFUL IN PREVENTING POTASSIUM DEPLETION.

References:

W. J. Kolff, "Acute Renal Failure: Causes and Treatment," The Medical Clinics of North America, 30:1052 (July 1955).
Peter Forsham, "Symposium on Adrenal Corticoid Therapy," Metabolism, 7:19 (Jan. 1958).

THE WARREN-TEED PRODUCTS COMPANY COLUMBUS 8, OHIO

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Mr. B

Letters

Medical Economics, May 8, 1961

Music men

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SIRS: "The Joy of Popular Music," from Leonard Bernstein's book, made no mention of barber shop quartet singingthe only true form of American folk music. I'm a practicing physician and president of the Manhattan Chapter of the 27,-000-member Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America. We list many doctors on our rolls. I think more people are attracted to our kind of music than to the "long-hair" sort about which Mr. Bernstein writes.

-Matthew Warpick, M.D.

Sirs: "The Joy of Music" was most enjoyable. But I think either you or Mr. Bernstein printed the wrong musical notation for "The Star-Spangled Banner." When I tried it on my piano, it didn't sound like any Star-Spangled Banner I ever heard.

-T. S. Lloyd Jr., M.D. Fredericksburg, Va.

Mr. Bernstein was illustrating modulation by taking a famil-

iar melody and moving it from one key to another. Our editing obscured this. "The Star-Spangled Banner" itself doesn't modulate, but Mr. Bernstein did in demonstrating his point.—Ed.

Referrals by family doctor

SIRS: "Let's Have a Fairer Deal for the Referring Family Doctor!" neglected to point out one thing: It helps if the family doctor tells the specialist the extent to which he wants to participate in the management of each case.

-W. P. Anthony, M.D. Fort Worth, Tex.

SIRS: ... It's the surgeon's responsibility to explain to the patient the importance of the family doctor in a referred case. This spares embarrassment when the referring doctor presents his bill.

—Meyer I. Saberman, M.D. Chicago, Ill.

SIRS: . . . In referred cases, shouldn't a distinction be made between a consultation and an outright referral? If it's the latter, I think the surgeon

NY

Kt



edema

more physicians pre

than any other diuretic for eder

suggests a fourfold answer:

- 1. safety record
- 2. offectiveness
- 3. dependability
- 4. simple, uncomplicated dosage

prescribe more often

or edema and hypertension

trage: Edema-One or two 500-mg, tablets DIURIL

pertension—One 250-mg, tablet DIURIL twice a day none 500-mg, tablet DIURIL three times a day.

polied: 250-mg, and 500-mg, scored tablets DIURIL florothiazide) in bottles of 100 and 1,000.

URIL is a trademark of Merck & Co., Inc.

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y indication for diuresis is an indication for DIURIL.

MERCK SHARP & DOHME Division of Merch & Co., Inc., West Point, Pa.



hypertension

should be responsible for all postoperative care as well as the operation itself. And he should be paid on that basis.

-Reuben R. Harris, M.D. Birmingham, Ala.

Social Security dilemma

SIRS: I've enjoyed reading the pros and cons you've presented on Social Security for doctors. Now I know why I'm personally in favor of this type of coverage.

-Harry I. Weinstock, M.D. New York, N. Y.

Hawley: friend or foe?

SIRS: It's a sad commentary on organized medicine that Dr. Paul Hawley ("The Man Who Raised His Voice") had to take fee splitting to the public and to the Internal Revenue Service before controls were put into effect. This reinforces the complaints we often hear about how medicine won't take action to cure its own ills.

-M.D., California

SIRS: Paul Hawley should be tarred, feathered, and run out of the profession. He's done far more harm than good to medical public relations, and he's created a rift between the American College of Surgeons and the American Academy of General Practice.

-Edgar G. LaVeque, M.D. Los Gatos, Calif.

foreign internes and residents are necessary and fair. My work as Director of the Department of Urology, St. Louis University School of Medicine, brings me into frequent contact with foreign doctors; some are not qualified by our standards.

-William F. Melick, M.D. St. Louis, Mo.

SIRS: . . . The loss of foreign physicians needn't produce a crisis. Our 300-bed hospital operates efficiently without internes or residents, and we have no serious problems. Our doctors simply do all their own work, including the so-called scut work. And by covering

Foreign doctors SIRS: "The Foreign Doctor Dilemma" solidified my conviction that our tough examinations for

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Medical Economics, May 8, 1961



in allergic, inflammatory dermatoses HERE'S HOW **DILODERM** HELPS

THE PATIENT - AND THE SKIN LESION

lets him work-or rest -rap

relieves itch and burning

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spares embarrassment - reduces inflammation quickly

accelerates healing-buffered to approx-

imate skin's acid mantle, helps restore normal pH

saves him money - "measured-dose" valve

prevents waste, overmedication

a variety of forms-to meet differing patient

needs-Foam, Aerosol or Cream

DILODERM

all forms also available with neomycin to combat infection

Now available, NEW 15 Gm. economy-size tube of DILODERM OF NEO-DILODERM Cream

Available with or without neomycin: Foam Aerosol, 10 Gm. dispenser, 18.75 mg. dichlorisone acetate or 18.75 mg. neomycin sulfate (equivalent to 26.25 mg. neomycin base); Aerosol, 50 Gm. container, 8.33 mg. dichlorisone acetate or 8.33 mg. dichlorisone acetate or 8.33 mg. dichlorisone acetate, or 2.5 mg./Gm. dichlorisone acetate, or 2.5 mg./Gm. dichlorisone acetate, or 2.5 mg./Gm. neomycin sulfate (equivalent to 3.5 mg./Gm. neomycin base).

For complete details, consult latest Schering literature available from your Schering Representative or Medical Services Department, Schering Corporation, Bloomfield, N. J.

5-754 JARUARY, 1901

Her hunger is



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her appetite survives!

Mealtime hunger reflects a physiological need quickly satisfied by food—liquid or solid.

But appetite represents a psychological need which is often the obese patient's biggest problem. Measures that satisfy hunger alone are not enough. Mealtimes rapidly become tedious on unnatural diets ... and high calorie snacks, between-meal nibbling, and refrigerator raiding provide an appetizing consolation! When appetite survives, willpower soon vanishes.

You can help her satisfy her appetite as well as her hunger... and still be sure of

SUSTAINED WEIGHT CONTROL

by prescribing Biphetamine or Ionamin. A single capsule dose appeases appetite for 10-14 hours. Your patient enjoys normal food (in lesser quantities) while better eating habits and proper weight are gradually established and maintained.

If She's "Sedentary"

BIPHETAMINE'

BIPHETAMINE '20'

HETAMINE 12%' BIPHETAMINE 7%'

Each capsule of each strength contains equal parts of d-amphetamine and dl-amphetamine as cation exchange resin complexes of sulfonated polystyrene. If She's "Active

IONAMIN

IONAMIN'30'

IONAMIN'IS'

Each capsule of each strength contains phentermine as a cation exchange resin complex of sulfonated polystyrene.

If She's "Refractory"

NEW BIPHETAMINE-T

BIPHETAMINE-T '20' BIPHETAMINE-T '12%'

Each capsule of each strength contains Tuazole® and equal parts of d-amphetamine and dl-amphetamine—all as cation exchange resin complexes of sulfonated polystyrene.

lingle Capsule Daily Dose 10 to 14 hours before retiring

STRASENBURCH

for each other, we do manage to maintain good patient-care.

-Melvin L. Faw, M.D. Evansville, Ind.

The transposed heads

SIRS: I was greatly complimented to be mentioned in your recent article "How to Be a Better Once-a-Week Bridge Player," but some of my friends have passed up the story because they couldn't believe that the calm, bald man pictured over my name was the Stu Irons they knew. It wasn't. But your mistake has brought me an unexpected pleasure: a friendly letter from Dr. Robinson, whose

name appeared under my picture. He's offered to be my partner in a future tournament.

—H. Stuart Irons Jr., M.D. Wilkes-Barre, Pa.

SIRS: . . . My picture was shown all right, but I was called Dr. Irons, and Dr. Irons was called Dr. Robinson.

—Louis Robinson, M.D. Philadelphia, Pa.

We regret the inadvertent switch in photos, applaud both doctors' gamesmanship. The silver-lining outcome: Both recently met in Philadelphia. (The correctly captioned photos appear below.)—ED.



DR. H. STUART IRONS JR.



DR. LOUIS ROBINSON

The size distress of Hence the Engran is Yet only

nutrition vitamin I niacinam iron 45 m manganes

For full in

Engran Is a Squ

consider the convenience to pregnant women of



ENGRAN® NEW FORMULA SUPPLIES 45 MG. OF IRON—AT NO EXTRA COST

Squibb Vitamin-Mineral Prenatal Supplement

The size of a prenatal vitamin-supplement tablet is important—the nausea and gastric distress often associated with pregnancy may make swallowing anything a real problem.

Hence the small size of the Engran tablet is a great convenience to your pregnant patient, for Engran is actually the *smallest* tablet now available for vitamin-mineral supplementation.

Yet only one Engran tablet a day will provide these vitamins and minerals to help assure a nutritionally perfect pregnancy: vitamin A 5,000 U.S.P. units; vitamin D 500 U.S.P. units; vitamin K 0.5 mg.; thiamine 3 mg.; riboflavin 3 mg.; pyridoxine 2 mg.; vitamin B₁₂ 2 mcg.; niacinamide 20 mg.; calcium pantothenate 5 mg.; ascorbic acid 75 mg.; calcium 100 mg.; iron 45 mg.; iodine 0.15 mg.; copper 1 mg.; magnesium (as the oxide) 6 mg.; zinc 1.5 mg.; manganese (as the sulfate) 1 mg.

For full information see your Squibb Product Reference or Product Brief.

Engran® is a Squibb Trademark





Squibb Quality-the Priceless Ingredient

For long-term control of hypertension, all the benefits of thiazide-rauwolfia therapy ...plus specific, physiologic vasodilation

Protoveratrine A vasodilation produces "the most physiologic, hemodynamic reversal of hypertension." Only Salutensin offers your patient the advantages of protoveratrine A, a specific vasodilating agent, in combination with basic thiazide-rauwolfia therapy. Protoveratrine A is credited with producing "the most physiologic, hemodynamic reversal of hypertension." It acts on the blood pressure reflex receptors2-5 in the carotid sinus, heart and aorta to produce widespread peripheral vasodilation, increase renal blood flow, and relieve tachycardia. Because of the potentiating effect of Saluron, the diuretic component in Salutensin, the quantity of protoveratrine A in Salutensin is small enough to eliminate or reduce to a minimum the risk of unpleasant "veratrum" side effects.

A logical combination of actions, a single result: antihypertensive potentiation with reduced side effects. With Salutensin, you can resolve the problem of treating hypertension by means of this more logical antihypertensive approach-antipressor diuresis, mild sedation and specific peripheral vasodilation. Salutensin combines Saluron, a more effective 'dryweight' diuretic which produces up to 60% greater excretion of sodium than does chlorothiazide; reserpine, for mild tranquilizing and vasorelaxant effects; and protoveratrine A, to relieve arteriolar constriction and reduce peripheral resistance. The potentiating/additive effects of these antihypertensive agents6,7, 8,10-18 have been found to give a greater total therapeutic effect at dosage levels of each agent which reduce the incidence and severity of their side reactions.

Added advantages for long-term or difficult patients. Salutensin is indicated for almost every patient with essential hypertension who requires treatment. It will reduce blood pressure (both systolic and diastolic) to normal or near-normal levels, and maintain it there, in the great majority of cases. Patients on thiazide/ rauwolfia therapy often experience further improvement when transferred to Salutensin. Patients who no longer respond to thiazide/rauwolfia may be spared the disturbing side effects of more potent antihypertensives by transferring them to Salutensin or by using Salutensin as their basic regimen. And Salutensin therapy is economical and convenient.

Each Salutensin tablet contains: 50 mg. Saluron (hydroflumethiazide), 0.125 mg. reserpine, and 0.2 mg. protoveratrine A. See Official Package Circular for complete information on dosage, side effects and precautions.

Supplied: Bottles of 60 scored tablets.

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SALUTENSI (hydroflumethiazide, reserpine, protoveratrine A-

antihypertensive formulation)

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Also available—for edema, hypertension...when a thiazide alone is enough: SALURON® (hydroflumethiazide) the 'dry-weight' diuretic with long-term benefits Protos produ arteri vasos

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Salutensin-What it does

Saluron potentiates other antihypertensive effects, reduces Reservine blocks reactivity to pressor excessive substances. pressor Protoveratrine A impulses, produces relieves arteriolar anyiety. vasodilation. Protoveratrine A inhibits pressor vasomotor center through carotid sixue reflex.25 Keserpine and protoveratrine A slow heart Protoveratrine A rate. Saluron eases increases heart load when renal blood flow. edema is present.



...and other painful or disabling musculoskeletal conditions often respond rapidly to the "antidoloritic" effects of Decagesic. Decagesic helps restore normal function by relieving pain and discomfort, suppressing inflammation...and often adds a sense of well-being and renewed strength. Decagesic combines the benefits of Decadron® and aspirin with aluminum hydroxide to provide increased efficacy with a lower incidence of side effects.

Indications: Mild to moderate inflammatory, rheumatic and musculoskeletal disorders, and conditions in which the conjunctive use of steroid and salicylate is indicated.

Dosage: 1 or 2 tablets 3 or 4 times daily. The usual precautions of corticosteroid therapy should be observed. Before prescribing or administering DEAGESIG, the physician should consult the detailed information on use accompanying the package or available on request.

<u>Supplied:</u> Bottles of 100. Each tablet contains 0.25 mg. of DECADROM dexamethasone, 500 mg. of aspirin (acelyl-salicylic acid) and 75 mg. of aluminum hydroxide (present as the dried gel).

*The term "antidoloritic" has been coined by Merck Sharp & Dohme to describe an agent designed to allay pain associated with inflammation - dolor = pain, itie = associated with inflammation.

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FOR CONSERVATIVE MANAGEMENT OF MUSCULOSKELETAL SYNDROMES

MERCK SHARP & DOHME Division of Merck & Co., INC. West Point, Pa. b_{i}

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Cash may claim gent leadi laghe ance sugge

It's time to stop fee gouging by claims attorneys!

By John R. Lindsey

At a recent medical meeting, a doctor I know was complaining bitterly about the contingency fees currently charged by plaintiffs' attorneys. "They keep on demanding—and getting—bigger verdicts simply to collect bigger fees," he said. "Unless someone stops them, they're going to knock the insurance companies out of business. And if private insurance gets knocked out, private medicine probably

won't be able to survive without it."

A good many doctors I know feel the same way. They suspect that such lawyers start suits just to collect a fat percentage of the award. But how well grounded are these suspicions? I've never known—until recently.

Not long ago, I had a chance to talk with one of the country's top insurance company counsel-

Cash-conscious plaintiffs' attorneys may have you paying malpractice claims whether you're proved negligent or not. That's the view of a leading defense lawyer, E. P. Gallagher of American States Insurance Company. In this article, he suggests what you can do about it.



Notable Success with VISTARIL...

allays anxiety without impairing ability to cooper-ate during labor and delivery¹ in reduces narcotic requirements and prepartum incidence of nartension cotic-induced respiratory depression, helps control emesis^{1,4} and anxiety in the allays anxiety without adverse influence on blood helps correct cercardiac tain functional arrhythmias, does or the pressure³ not increase gas-tric secretion² hypertensive patient allays anxiety — makes patient more manage-able³ produces no significant deprespressure, pulse problem rate, or respira-tion. No liver involvement drinkers reported allays anxiety without depres-sion of vital func-tions⁴ reduces incidence of narcotic-inin duced respiratory preoperative depression and hypotension, retension laxes skeletal muscle, smooths and recovery and anxiety helps control emesis* avoids danger of allays tension liver damage or in agitated, hyper-kinetic patients other untoward pediatrics

References 1, Benson, C., and Benson, R. C.; Scientific Exhibit, Illinois Acad. Gen. Practice, Sept., 1960. 2, Salmons, J. A.: Dis. Chest 38:105, 1960. 3, Major, R. A.: GP 21:104, 1960. 4, Grady, R. W., and Rich, A.L.: Scientific Exhibit, Am. Soc. Anesth., New York, Oct. 4-7, 1960.

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Vistaril is hydroxyzine pamoate. The hydrochloride salt of hydroxyzine is used in the parenteral

Vistaril acts rapidly in the symptomatic treatment of a variety of neuroses and other emotional disturbances manifested by anxiety, apprehension or fear—whether occurring alone or complicating a physical illness. Used preoperatively and prepartum, Vistaril controls anxiety and fear, permits a substantial reduction in the amount of meperidine or other narcotic required for satisfactory analgesia, and helps prevent emesis. Vistaril's calming effect usually does not impair discrimination, and is accompanied by direct and secondary muscle relaxation. No toxicity has been reported with Vistaril, and it has a remarkable record of freedom from reactions.

INDICATIONS: Vistaril is clinically effective in anxiety and tension states, senility, anxiety associated with various disease states, alcoholism, preand postpartum and pre- and postoperative tension and emesis, certain functional arrhythmias, and pediatric behavior problems.

ADMINISTRATION AND DOSAGE: Dosage varies with the state and response of each patient, rather than with weight and should be individualized by the physician for optimum results. Recommended oral dosage: In anxiety and tension states, senility, alcoholism, pre- and postoperative and pre- and postopartum tension and emesis: up to 400 mg. daily in divided doses. In anxiety associated with asthma, neurodermatoses, menopausal syndrome, digestive disorders, functional or essential hypertension, tension headaches: 50 mg. q.i.d. initially—adjust according to response. In cardiac arrhythmias: initial—25 mg. q. 6 h. until arrhythmia disappears; maintenance or prophylactic—50-75 mg. daily in divided doses. In pediatric behavior problems under 6 years: 50 mg. daily in divided doses. Six and over: 50-100 mg. daily in divided doses. Recommended parenteral dosage: In preoperative, obstetrical, and more emergent situations in other indications: 25-100 mg. I.M. or I.V. q. 4 h., p.r.n. In cardiac arrhythmias: 50-100 mg. I.M. stat, and q. 4-6 h., p.r.n.; maintain with 25 mg. b.i.d. or t.i.d.

SIDE EFFECTS: Drowsiness may occur in some patients; if so, it is usually transitory, disappearing within a few days of continued therapy or upon reduction of dosage. Dryness of mouth may be encountered at higher doses.

PRECAUTIONS: The potentiating action of hydroxyzine should be taken into account when the drug is used in conjunction with central nervous system depressants. Do not exceed 1 cc. per minute I.V. Do not give over 100 mg. per dose I.V. Parenteral therapy is usually for 24-48 hours, except when, in the judgement of the physician, longer-term therapy by this route is desirable.

SUPPLIED: VISTARIL Capsules (hydroxyzine pamoate)—25, 50, and 100 mg. VISTARIL Oral Suspension (hydroxyzine pamoate)—25 mg. per 5 cc. teaspoonful. VISTARIL Parenteral Solution (hydroxyzine hydrochloride)—10 cc. vials, 25 mg. per cc.; 2 cc. ampules, 50 mg. per cc.

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DORNWAL® IS THE TRANOUILIZER VERSATILE ENOUGH TO BE USED ALMOST ANYWHERE.

Take, for instance, the woman in our picture. suffering from a really severe tension headache. Aspirin she has tried, of course; but suppose she's called you and you prescribed Dornwal. What would you expect?

First, let us say you told the druggist to indicate the dosage that our clinical research has shown is useful in these cases - 1 or 2 tablets t.i.d. In all probability, she would experience relief of pain and a general relaxation in less than an hour. If she is doing her housework, she could go on with it, because she wouldn't get sleepy.

Dornwal is one tranquilizer that doesn't make people sleepy. It's a tranquilizer pure and simple. Its effectiveness you will see clearly the next time you encounter a patient given to tension headaches. Try Dornwal and see the results.

Dosage: One or two 200 mg. tablets three times a day. Children, age 6 to 16, one or two 100 mg. tablets two times a day. Supplied: 200 mg, yellow scored tablets, and 100

mg. pink tablets, each in bottles of 100 and 500. P.S. For the "Genericist," Dornwal is amphenidone, No absolute contraindications to the use of Dornwal are known. There have been no reports or evidence of habituation, addic-tion or drug tolerance in animal or clinical studies. Dornwal is relatively free from u recommended dosages. untoward effects when administered at

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ors. He knows the facts about claims attorneys' fees. And the facts, says Edward P. Gallagher, confirm some of the doctor's worst suspicions: "Outsize legal fees are automatically leading to outsize court awards. and we're all going to be the losers-unless we do something about it."

As executive vice president and general counsel of the American States Insurance Company, Gallagher is in a good position to evaluate the danger of spiraling awards and insurance rates. Here's how he describes the danger:

"Human nature being what it is, many attorneys are going to raise more and more cases to the big-claims level. Big claims mean that the public, in its role of claimant, continues to demand more and more money. Then, in its role of jury, it continues to award more and more money. Obviously, this cycle leads to continual increases in insurance rates.

"The next step seems to me unavoidable: The public, in its third role as the payer of insurance premiums, will revolt

Medical Economics, May 8, 1961

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to shorten recovery time/provide a smoother convalescence and demand some sort of protective legislation similar to state workmen's compensation laws. And when that happens, the guilt-must-be-proved theory of liability is doomed!"

Just what might this mean to doctors? It might mean that a malpractice plaintiff wouldn't have to prove the doctor-defendant had been negligent. He'd be awarded damages in much the same way that a plaintiff recovers damages in a workmen's compensation case. In short, by proving he'd been injured, any patient could collect cash for less-than-perfect results of treatment, whether or not the doctor had been at fault.

If cash-conscious lawyers are leading us to this state of affairs, how fast are they leading us? Gallagher cites some alarming figures: "Last year, insurance companies paid out well over \$4 billion in personal-injury damages. And plaintiffs' lawyers have a near-monopoly on these payments. A lot of them are collecting \$100,000 to \$1,000,000 a year in contingency fees—that pay-only-if-wewin fee arrangement."

They get up to 50 per cent of the total amount paid in damages. Thus, if an injured person's recovery in court or in settlement amounts to \$100,000. the plaintiff's lawyer collects \$50,000 as his fee. And this fifty-fifty split isn't uncommon. Gallagher quotes the New York State Court of Appeals: "In one judicial department, over 60 per cent of the 150,000 contingency-fee agreements filed each year provide that 50 per cent of the recovery shall be paid to the lawver."

How does the legal profession itself feel about such fees? Gallagher notes signs of concern. He quotes two recent statements by that acknowledged authority on claims, Melvin M. Belli: "I think half the San Francisco lawyers handling personal-injury cases charge their clients too much." And, "If lawyers don't regulate themselves and reduce their fees, the state is going to step in and do it for them."

As an extreme example of the fee gouger at work, Gallagher cites the case of a prominent Minneapolis attorney



VARIDASE

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who specialized in personal-injury cases until his death several years ago. The wholesale nature of his practice came to light recently during settlement of his estate. In two years after his death, his estate had collected \$2,000,000 in personalinjury damages for clients in claims pending at that time. But the clients had received only \$645.000—little more than 32 per cent of the total awarded them by the courts. The administrator, investigators, and local lawyers had kept the other 68 per cent to cover fees and expenses. What kind of expenses? Such items as loans to clients and even the cost of a clipping service that supplied the attorney with accident reports!

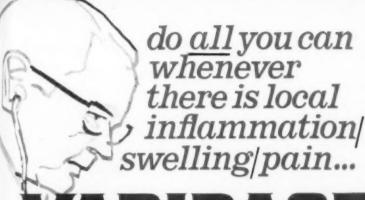
"Was this the practice of law?" Gallagher asks. "Or was this man in the loan business? Or in a wholesale procuring business? However you describe it, he's just one example of the type of lawyer who runs his practice on a wholesale basis with no regard for the merits of the case."

High contingency fees often work an injustice in much less extreme cases. Gallagher gives this example:

"A plaintiffs' attorney I know got his client to sign a contingency-fee contract that would pay the attorney 331/3 per cent of the amount recovered. The attorney finally came to terms with an insurance company for a settlement of \$5,000. Then, because he was a man of conscience, he voluntarily reduced his fee to 25 per cent. After all, he told me, he'd spent only eight hours on the case. But even at this modest 25 per cent, his fee amounted to \$1 .-250, or nearly \$160 an hour! It's small wonder so many defendants' lawyers are now turning to the plaintiffs' side in this type of practice."

Of course, the fee gougers are only a small proportion of the whole legal profession. "I'd say the wholesale procuring business I've been talking about is carried on by no more than 2 per cent of the profession," Gallagher estimates. "But the examples I've cited are repeated thousands of times in most of our major cities. Claims specialists—the plain-

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"Normal" recovery is not enough. Now, by adding VARIDASE to your procedure, you can release your patient from the stress and pain of a "normal" recovery - put comfort in convalescence, shorten the recovery cycle, and reap the reward of greater patient appreciation.

- · In treating refractory, chronic conditions, VARIDASE therapy gives added impetus to recovery. In common, self-limiting conditions, VARIDASE provides an easier convalescence with faster return to constructive living. This can be of major importance even to the patient with a "minor" condition. . VARIDASE Buccal Tablets are indicated to control inflammation following trauma or surgical procedures, and in suppurative or inflammatory lesions of subcutaneous and deep tissues.
- Precautions: VARIDASE has no adverse effect on normal blood clotting. Care should be taken in patients on anticoagulants or with a deficient coagulation mechanism, When infection is present, VARIDASE Buccal Tablets should be given in conjunction with antibiotics.
- . Dosage: One buccal tablet four times daily usually for five days. To facilitate absorption, patient should delay swallowing saliva.
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tiffs' attorneys—are only too prominent in their influence and activities in these areas. They lobby in state capitals, and they elect members to legislatures to protect their license to practice."

What about the other 98 per cent of lawyers? Aren't they the best ones to deal with fee gouging? "Yes," says Gallagher. "But it's something that should concern all of us—doctors, lawyers, all citizens. It's a fight for honesty and fairness against shysterism and greed. And it's a fight that can be waged through the courts.

"In New York State, for example, the courts have found that the contingency-fee system is so filled with opportunities for fraud and excessive charges that they require full reports. The percentages allowed in fees are graduated according to time and work involved and the amount of the awards. Reports to the court must show how much the lawyers have received, how much has gone for doctors' bills and investigators' fees, and-most significantly-how much the client received. If a lawyer handles more than five personal-in-

A fair diagnosis

A patient arrived at my office carrying a collection of pots, pans, and old pieces of bread, as proof that her husband was trying to poison her. She went on at great length about how he spread poison all over the house—on her pillow, dishes, utensils, and so on. When I could get a word in edgewise, I asked: "Have you ever consulted a psychiatrist about this?" "Of course," she answered. "He thinks I'm a paranoid schizophrenic. But who wouldn't be, with all this poison around?" —Ralph O. Wallerstein, M.D.

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For relieving pain of tension headache—Anacin® exerts a better
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When prescribed concurrently with an over-all weight-reduction plan, Ambar's optimal ratio of methamphetamine and phenobarbital suppresses appetite while it eases food withdrawal symptoms and improves mental outlook.

In two methamphetamine strengths, Ambar Extentabs make individual dosage adjustments easier. Since response to sympathomimetic amines may vary from patient to patient, Ambar is indicated for the moderately overweight, as well as the "obesityprone."

Each Ambar No. 2 Extentab contains: Methamphetamine HCl 15 mg., phenobarbital 64.8 mg. (1 gr.). Each Ambar No. 1 Extentab: Methamphetamine HCl 10.0 mg., phenobarbital 64.8 mg. (1 gr.). One Extentab before breakfast controls appetite and mood for 10 to 12 hours, with a controlled-release, extended action tablet.

Also available are regular AMBAR TABLETS. Each contains methamphetamine HCI 3.33 mg., phenobarbital 21.6 mg., (1/3 gr.). For use in conventional dosage schedules (one or two t.i.d.), or for intermittent or supplemental therapy.

Precautions: Administer Ambar with caution to patients with cardiovascular disease or hyperthyroidism. Contraindicated in those with idiosyncrasies toward barbiturates or sympathomimetics. Occasional side effects such as nervousness or excitement have been noted, but are usually infrequent and slight when Ambar's recommended dosages are followed.



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jury cases a year, he must explain whether or not clients are personally known to him; if not, he must reveal who referred the client to him.

"I'd like to see other states take steps along the lines New York has taken. I'd like to see efforts made to check the activities of unscrupulous claims attorneys in such population centers as San Francisco, Los Angeles, Chicago, St. Louis, Cleveland, Baltimore, Pittsburgh, and Miami. These are areas where a lot of plaintiffs' attorneys have been building up their nests."

How can doctors help speed such reforms and protect themselves in the process?

"They can use their influence with the vast ethical majority of the bar in their own communities. Daviess County, in southern Indiana, is one of several areas where the problem has been tackled. The local bar there has set a graduated scale of contingency fees. And it's worked to the profit of everyone concerned—lawyers, doctors, and the general public." END

Medical Economics, May 8, 1961



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SUPPLIED Tablets, bottles of 100. Each tablet contains 25 mg. of HYDRODIURIL (hydrochlorothiazide) and 200 mg. of meprobamate.

DOSAGE Usual adult dosage is one tablet once or twice a day, beginning on the first morning of symptoms and continuing until the onset of menses.CYCLEX may be continued through the menstrual period.

Before prescribing or administering CYCLEX, the physician should consult detailed information on use accompanying package or available on request.

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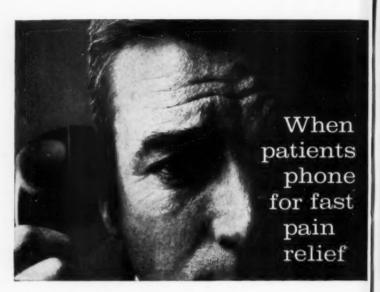
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...specify Bufferin, and curb salicylate intolerance

BUFFERIN effectively relieves pain and discomfort due to headache, colds and musclejoint strains and gives effective pain relief in arthritis.¹ And BUFFERIN acts fast, its absorption being expedited by the antacid components.²

BUFFERIN is superior to plain aspirin in that it avoids gastric intolerance; it is "... the drug of choice where prolonged, high salicylate levels are indicated."³

Gastric distress due to aspirin used alone has been reported frequently.4-10 BUFFERIN greatly reduces the incidence of aspirin intolerance, ". . . is 4 to 5 times better tolerated tnan ordinary aspirin."3

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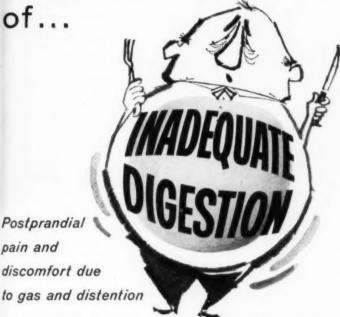
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the only CHEWABLE digestive aid...acts physiologically without delay, mixes with food during ingestion.

Each chewable TRULASE tablet contains: SMP-Standardized amylolytic enzyme* 30 mg., SMP-Standardized proteolytic enzyme** 6 mg., SMP-Standardized inpolytic enzyme*** 25 mg. Bosage: One or more tablets chewed during meals. Supplied: Bottles of 30 and 100.

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Rheumatoid arthritis

Use of oral Medrol:

In severe or moderately severe cases, initial dosage of Medrol tablets is 8 to 16 mg. daily; maintenance dosage ranges from 4 to 12 mg. daily, adjusted stepwise every 5 to 10 days in accordance with response. In children, and also in adults with moderate disease, both initial and maintenance dosage is Medrol 4 to 8 mg. daily.

"It [methylprednisolone] is potent and displays a slightly improved 'safety' record, showing a reduced frequency of disturbing side-effects as compared with the other steroids."

-Neustadt, D. H.: J.A.M.A. 170:1253 (July

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Indications and effects
Medrol benefits (anti-inflammatory, antiallergic, antirheumatic, antileukemic,
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disorders, dermatoses, blood dyscrasias,
and ocular inflammatory disease involving the posterior segment.

Precautions and contraindications

Because of Medrol's high therapeutic ratio, patients usually experience dramatic relief without developing such possible steroid side effects as gastrointestinal intolerance, weight gain or weight loss, edema, hypertension, acne, or emotional imbalance.

As in all corticotherapy, however, there are certain cautions to be observed. The presence of diabetes, osteoporosis, chronic psychotic reactions, predisposition to thrombophlebitis, hypertension, congestive heart failure, renal insufficiency, or active tuberculosis necessitates careful control in the use of steroids. Like all corticosteroids, Medrol is contraindicated in patients with arrested tuberculosis, peptic ulcer, acute psychoses, Cushing's syndrome, herpes simplex keratitis, vaccinia, or varicella.

Each tablet contains: Medrol methylprednisolone).....2, 4, or 16 mg. Medrol is supplied as 2 mg. tablets in bottles of 30 and 100; as 4 mg. tablets in bottles of 30, 100 and 500; and as 16 mg. tablets in bottles of 50.

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1/4 teaspoonful q12h; 1-5 years, 1/2 teaspoonful q12h.

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Despite the introduction in recent years of "new and different tranquilizers, Miltown continues, quietly and steadfastly, gain in acceptance. Meprobamate (Miltown) is prescribed to the medical profession more than any other tranquilizers the world.

The reasons are not hard to find. Miltown is a known dru Its few side effects have been fully reported. There are a surprises in store for either the patient or the physician

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in more than 750 published clinical studies

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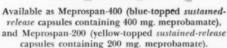
- 1 simple dosage schedule produces rapid, dependable tranquilization without unpredictable excitation
- 2 no cumulative effects, thus no need for difficult dosage readjustments
- 3 does not produce ataxia, change in appetite or libido
- 4 does not produce depression, Parkinson-like symptoms, jaundice or agranulocytosis
- 5 does not impair mental efficiency or normal behavior

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Usual dosage: One or two 400 mg. tablets t.i.d. Supplied: 400 mg. scored tablets, 200 mg. sugar-coated tablets; in bottles of 50.

.Also supplied in sustained-release capsules . . .

Meprospan



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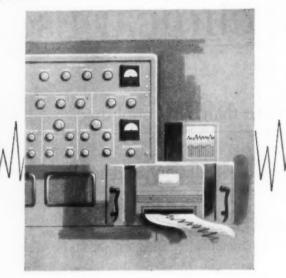
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Push-button medicine? It's here!

Your practice is certain to be affected by medical automation. Will it be a mixed blessing? Here's a round-up of the new medical devices

By Alfred P. Ingegno, M.D.

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A.M.A. President E. Vincent Askey recently made this statement: "Judging from the work taken over by new medical machines, instruments, and complex devices . . . during 1960, the future of automation in medicine looks bright."

The prospect in many ways is an exciting one. And yet, as the future of medical technology gleams more brightly, does the future of the individual practitioner fall into shadow? Some physicians apparently think so. Says Dr. Peter H. Forsham, a specialist in metabolic diseases at the University of California School of Medicine: "By the year 2000, both diagnosis and treatment will be largely turned over to technicians equipped with electronic devices. The physician's job will then be essentially what it was in the nineteenth century-to serve as friend and confessor to the patient, counsel him on emotional problems, and help him adjust to diseases the machines are still unable to lick."

Among medical forecasters. that's an extreme view. Even so. most of them do say that technological advances are bound to have a big impact on medica! practice. For instance, as automation grows, some aspects of solo practice will tend to give way to groups and other expense-sharing arrangements simply because many of the new machines will be too expensive for one man. By the same token. the average doctor may have to become even more hospitaloriented in certain respects than he is now.

If some of these developments make you uneasy, there's good reason for optimism: The overall effects of medical automation promise to be broadly beneficial.

"Automation," points out Dr. Askey, "saves not only hand and muscle energy, but mental energy as well. Everything in this field is designed to help the sick in some way and prolong life."

Let's consider the medical areas where automation is taking giant strides:

Automation in diagnosis. Technological advances in this

THE AUTHOR, a consulting editor of this magazine, practices internal medicine in New York City,

... Your practice

field are beginning to provide the physician with powerful aids to his diagnostic skill. "When a physician arrives at a particularly brilliant diagnosis," points out Dr. Gerhart S. Schwarz of New York's Presbyterian Hospital, "he has employed consciously and unconsciously a vast storehouse of information, has considered hundreds of facts and combinations thereof, and has rejected perhaps a thousand others. But today, available information has increased to the point where no single human brain can retain, much less utilize, all the medical facts at its disposal." So why not employ machines to help with the job?

Already we have experimental computers that reduce the subtleties of diagnosis to a for-

An electronic 'nurse' watches over a patient



In New York City's Roosevelt Hospital, a network of wires and contact devices (left) monitors a patient's temperature, pulse, respiration, heart, and brain impulses and transmits the data to a special-care unit (right). Here a nurse and a doctor check the condition of this patient and up to sixteen others who can be similarly monitored, The \$110,000 installation is one of the first that can report a full series of signs simultaneously. It also takes electroencephalograms and electrocardiograms and makes a permanent record of them by stylus.

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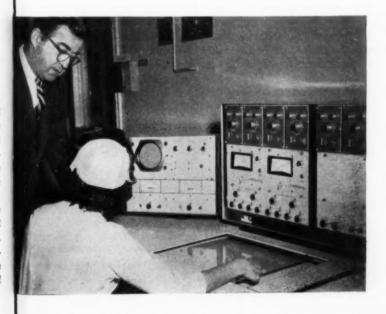
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mula. First, the machine is loaded with two kinds of data: (1) the probability of a suspected disease occurring in a particular locality and (2) the likelihood of any one symptom appearing with that disease. And then the computer is fed laboratory findings and clinical observations in a case. The computer digests this mass of data. In a few minutes, out come the

two or three "most probable" diagnoses.

A Moscow computer reportedly has diagnosed 100 illnesses this way. And at the Latterday Saints Hospital in Salt Lake City, a computer is being used to diagnose congenital heart disease. According to Dr. Homer R. Warner, it consistently diagnoses as accurately as a panel of experts and outper-



Medical Economies, May 8, 1961

forms them in individual competition.

All this is an impressive improvement over the punch-card diagnostic system being peddled when I was a hospital resident. The trouble with that early attempt at automation was that in every problem case the syphilis card would drop out!

We've come a long way since then. But a computer diagnosis can only be as accurate as the data fed into the machine. It's comforting to believe that here the judgment and discrimination of a physician will continue to be necessary.

Automation for storing medical information. Dr. Joseph E.

Schenthal, head of the Hutchinson Memorial Clinic of Tulane University Medical School, believes that the handwritten medical record is on its way out. In the future, he says, a patient's lifelong medical history will be stored on a few feet of magnetic tape. When needed, the history can be read off by computers.

Other doctors foresee the day when a typical patient, instead of reciting his case history to a flesh-and-blood physician, will punch out yes or no answers to an expanded version of the Cornell health questionnaire. (Of course, this assumes that the patient is literate, intelligent,

Who needs patients?

In future research projects, you may not always need patients to experiment on. Robert Martin, a System Development Corporation researcher, believes it may be possible to simulate certain biological systems. "If our nervous system can be simulated in much the same way that we now simulate dynamic characteristics of new or proposed aircraft, a vast range of unprecedented medical experiments can be conducted without danger to human life," he says.

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Dr. Homer R. Warner of Salt Lake City's Latter-day Saints Hospital heads a four-doctor team that regularly uses a digital computer to diagnose congenital heart disorders. When fed medical data, it gives a diagnosis in minutes.



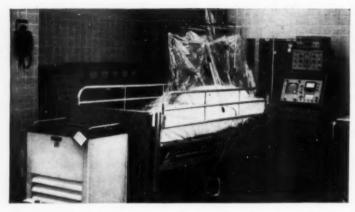
and honest.) A technician will then escort the patient through a series of tests done largely by electronic equipment. Finally, all the information will be read into a computer. In that enlightened era, when a doctor accepts a new patient, he'll simply ring up the computer station to get an up-to-date history.

There's also talk of building an electronic "index medicus." If this materializes, it will read, digest, and store all the gems of wisdom in those medical journals you're sometimes too tired to read. No longer will you pore through back issues looking for that obscure reference to Addison's disease. A foolproof crossindexing system at the computer station will track down the reference, and soon you'll have

the complete, up-to-date information in front of you.

Automation in the hospital. "One of the most archaic scenes in a hospital," observes Dr. Mark Blumberg of the Stanford Research Institute, "is the sight of a nurse who, after taking TPRs and making little blue dots, then connects them with a ruler to make a chart." The scene is archaic because the job can now be done faster and more accurately by machine.

Automatic devices can be installed at bedside to measure the critically ill patient's pulse, blood pressure, respiration, and other conditions. These devices not only make a written record but also present the data on a panel at the central nurses' station. They sound an immediate



This electronic special-care unit in New York City's Presbyterian Hospital monitors the patient's postoperative condition to a degree that human observers alone could never achieve.

alarm if a patient's vital indicators depart from predetermined control limits.

Similarly, other devices can monitor the delivery of precise amounts of intravenous solutions, oxygen, or blood. Several firms have recently offered hospitals such patient-monitoring systems, among them Gulton Industries, Epsco-Medical, Minneapolis-Honeywell, and Starling Corporation. Don't be surprised if modified versions are

ultimately developed for non-hospital uses.*

Machines to monitor the work of surgeons and other specialists have already grown quite sophisticated. In some operating r tinuo scree gist. repro ping,

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^{*} Gen. David Sarnoff, RCA board chairman, foresees the day when such a machine will be used in the home as casually as bathroom scales are today. Says he: "It will register not only weight but heartbeats, blood pressure, and pulse data. It will carry an alarm system advising the user when to consult a physician. The device will also record the daily results on magnetic tape to help the physician in his diagnosis."

ing rooms, for example, a continuous ECG is projected on a screen before the anesthesiologist. The patient's heartbeat is reproduced by a high-pitched ping, signaling any change

in heart rhythm. Another ECG device warns of any change in the heart rate of a baby before and during delivery.

Automation is also moving into the clinical laboratory. Wit-

Heard about these new diagnostic tools?

Beyond the big-scale machines of medical automation, technology has developed a raft of gadgets aimed at simplifying the examination process. Some of the most ingenious:

- A fluoroscope system that presents, via a TV tube, images up to 1,000 times brighter than hitherto obtainable. It also sharply reduces the amount of radiation exposure for the patient. Teams of consulting physicians may view the images in an ordinarily lighted room.
- A miniature camera that contains its own light source and film supply. It's designed to be swallowed and then manipulated inside the stomach by slender cables.
- A fluorescence microscope that enables the doctor to diagnose certain communicable diseases accurately within minutes of seeing the patient.
- An instrument that looks like a fountain pen and emits ultrasonic waves. When it's placed on the patient's abdomen or chest, sound waves bounce off the walls of the stomach or heart chambers. This "echo" is picked up by another apparatus that reproduces it on tape as a continuous curving line. Information not obtainable by X-rays is thus gained concerning the shape and activity of these organs.
- •A slim, flexible glass rope that transmits light and images around corners. Its fibers perform a double function: They carry a beam of light into the body cavity and send back an image of what's there.

... Your practice

ness the latest devices for blood and urine chemical determinations. A technician lines up several hundred specimens, and in a few seconds a machine records sugar and other levels on a paper strip. Says Dr. Schwarz: "This can let you know within ten minutes of a patient's admission if he's in acidosis or potassium deficiency . . . Human error is notoriously great in lab

procedures; automation will largely eliminate it."

Thus is automation becoming part and parcel of diagnosis, research, and therapy. And while David Sarnoff sees all this as "the triumph of science... to help solve problems of bodily health," he adds reassuringly: "I do not for a moment suggest that electronics will ever replace the doctor." END

Helpfully yours

A woman patient of mine thought she'd help out by writing up her medical history for me. Here it is, in its entirety: "Age 7. Was in school bus wreck. Injured above tail bone. Piece of glass removed by teacher. No medical attention. Age 8. Apendicitis operation. Bowels were lapped eighteen inches around apendicts.

1950. Hernia operation of naval.

1953. Had a Rectidominal operation, pulled entire Stomach up, sewed and removed the womb. Cut large Bowel open, tied muscles resewed. (By spinal.) Did not remove Overies.

1955. Gold Stone operation. Removed almost all Gold Blatter (lots stones) Went back three months later, had a rupture on incision. The doctor said I had a small muscle spasm in chest. Another doctor said I should never have any shots. I turn red spots, which turn blue, then green."—Ray W. Barry, M.D.



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Practice management question box

The queries below are selected from many that doctors have addressed to MEDICAL ECONOMICS in recent weeks. The answers reflect the judgment of a panel of two physicians and four management consultants. Other Q.s and A.s will appear in forthcoming issues. If you have a question of general interest to your colleagues, you're invited to submit it.

Q. I have night office hours now, but I'd like to discontinue them. If I do, will my income drop? If I don't, can I charge higher fees for night office visits?

A. Your income is bound to drop at first if you cut out night office hours. How much it drops may depend on the way you make the change. Give lots of notice. Put little printed slips in with your bills a few weeks beforehand. Post an announcement on your bulletin board. Have your aide tell patients about the coming change at every evening session for at least a month. Doctors who do these things find that almost all their patients make the switch to daytime visits. If you continue evening hours, however, the panel advises against higher fees for them.

Q. I have a downtown office, but I'm thinking of moving it to the suburbs where I live. At least half of my patients have their homes out there—about a quarter in the same community I live in. Would I be likely to lose patients by moving?

A. You'll probably lose very few; you may even gain some. At least that was the experi-

ence of doctors in Tulsa, Okla., when they moved away from the heart of the city-as 60 per cent of them have in recent years. Satisfaction with your services is usually more important to patients than the location of your office. If you do move, don't try to keep two offices open at the same time. You might, however, continue paying rent on your empty downtown office for about three months. Then an absent-minded patient would find, instead of a new occupant, a sign on the door directing him to your new office.

Q. I used to make a small charge for filling out insurance forms. This didn't do my patient-relations any good, so I stopped it. Now my aide suggests this idea: She offers to forego her next raise; instead she'll fill out insurance forms on her own time and collect a dollar per form from patients. Is this a good idea?

A. No. If patients objected to your charge, they'll resent one just as much coming from your aide—especially if it appears she's conducting her own little

business on the side. Better give her that raise. And remember that your fees should be high enough to absorb the cost of secretarial work. END

Referring G.P.s say they welcome consultants' help

If you're the kind of consultant who bends over backward to keep out of the referring G.P.'s territory, you may be making a mistake. A new survey indicates that G.P.s might like more rather than less assistance from their consultants. Dr. John S. DeTar, past-president of the American Academy of General Practice, recently asked fifty G.P.s what they thought of their radiologists. Their answers could apply to other consultants as well.

Although 90 per cent consider their radiologists good consultants, 60 per cent list some shortcomings. Says one G.P.: "They should give more clinical help in difficult cases—not just make out the report and retire from responsibility." Another complains: "If the radiologist would interest himself in the

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clinical picture and participate in patient-examination, fewer errors would result."

"The radiologist doesn't seem interested in the patient as an individual," says another G.P. "He'll discuss the patient's problem, but without real interest."

What kind of help do G.P.s appreciate? Says one surveyed generalist: "My radiologist

helps me decide which fractures I should treat myself and which need greater skill than mine. He's helpful and honest in deciding which skin lesions need radiotherapy." Another G.P. likes the film-reading classes that his radiologist conducts for the local G.P. group. As one general practitioner puts it: "We welcome all the teaching we can get." END



"But how do we know you'll use it to correct your electrolyte imbalance?"

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How to tell your patient he

Watch out for loaded words like these:



This psychiatrist tells you what's wrong with such words and what to say instead

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By Henry A. Davidson, M.D.

We're all supposed to be sophisticated about psychiatrists these days. Still, a patient is seldom pleased when his family doctor suggests he visit one. How can you persuade *your* patient to see a psychiatrist without sounding evasive, offensive, or frightening?

Your choice of words can make the difference between an easy and a difficult referral. Twenty years ago, you would have been advised to call the psychiatrist a "neurologist" or "nerve specialist." Some patients may still require such euphemisms. And even though the psychiatrist is generally regarded as a respectable specialist today, it's seldom wise to mention "psychiatrist" to your patient immediately.

You might first describe the nature of his pain and why you need expert help to cure it. Explain how emotions can cause muscles to twitch painfully, intestines to go into spasm, and hearts to beat too fast. The way to stop such pain is to find out what "buried emotions" are causing it. You might then tell the patient that you know a man who is really an artist at handling these problems. ("Specialist" may be a better word in some cases, but "artist" connotes the craftsmanship the worried patient needs wants.)

Don't laugh at such hair-splitting. The situation can be eased or strained, depending on whether you say "I think your symptoms are due to buried emotions..." or "I think your symptoms are emotional..." Why? Because most people like to think of themselves as the strong, silent type. It's therefore respectable to have a disability due to hidden emotions. But it isn't flattering to be called "emotional," which may suggest an unstable personality.

Usually you can safely draw

Before you refer your patient...

1. Be sure you have done all the tests he ought to have. Don't, for instance, dismiss a tachycardia as emotional without ordering an electrocardiogram. These procedures may not always be necessary in a scientific sense; but failure to do them may make you seem hasty in reaching the "emotional" conclusion.

2. Build up a good reciprocal relationship with some of the psychiatrists in your area. If possible, learn their fees per visit. Know which psychiatrists are analysts. All this will enable you to speak confidently to your patient about what he can expect.

the patient's attention to his "low spirits" or "blue feelings," since-if they exist-he will readily admit to them. But beware of words like "psychopathic," "functional," and "neuropathic." Such technical terms are easy for the patient to misunderstand.

Another phrase that can be troublesome is "no disease." Suppose your patient has dizzy spells. You can't find evidence of "disease"—that is, any gross

change in body structure or chemistry. But to tell him so implies that he is only imagining things. One way to give him hope and avoid resentment is to say: "Your spells are caused by little blood vessels forced into spasm by inner emotions or fears or tensions. Fortunately, there is no physical disorder. So there's no reason for your not getting completely well." (A physiology professor might not give you an "A" for that exace 0 tha psy

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planation. But your job is to solace the patient, not teach him.)

Once the patient understands that you're referring him to a psychiatrist, he's apt to raise objections like these:

Are you saying, Doctor, that my backache is all in my head?

Be reassuring at once on this point. Your answer could be that you know the backache is in his back: that it's real, disabling, and uncomfortable. Bear in mind that tossing out words like "imagination" or "imaginary" can drive a patient out of your office. Pain, being subjective, is always real. "Imaginary pain" is no more likely than "imaginary happiness."

Well, if the pain isn't in my head, why should I go to a psychiatrist? Can't you handle it?

A good answer to both questions is that you want the trouble checked from every angle-including the possibility that "tensions" are causing the mischief. For this, you need that "specialist" or "artist."

I don't believe in this psychiatry stuff. Can't you just give me something to kill the pain?

You may be able to point out

After you refer your patient ...

- 1. Send the psychiatrist a solid history. After all, this is your patient, and you certainly know him better than the psychiatrist. Paint a little word picture of the patient's home, background, family, vocational life, education, and medical history.
- 2. Ask the psychiatrist to send you periodic reports. If he delays, call him up from time to time and summarize his comments on your own case record.

that drugs previously prescribed have failed to give him lasting relief. Sure, you could satisfy him temporarily with some painkiller, but you know he's too intelligent to want that kind of cover-up. He wants to get to the bottom of this trouble.

People would get the wrong idea if they saw me going into a psychiatrist's office. It would be embarrassing.

Point out that the word "psy-

chiatrist" does not appear on the sign outside the doctor's office. If the psychiatrist is also a neurologist who treats such things as neuritis, migraine, and shingles, point this out too. Tell him that some of the biggest and most successful people in town go to psychiatrists. Remind him, further, that he is going to an M.D., not to a nonmedical psychologist.

I'm just not the type to lie on



"I want you to know, Dr. Benton, that you'd be my doctor even if there wasn't a shortage of doctors."

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a couch and confess all my troubles. Besides, that sort of thing takes years, doesn't it?

Here the patient is talking about analysis. If, as is usually the case, psychoanalysis is not indicated, you can make a virtue of it ("Oh, no, you won't need that much treatment. Your trouble isn't that hard to get at."). If all you are asking for is a single consultation or a diagnosis with some advice, say so. Make it clear that you don't have in mind the traditional couch treatment.

If analysis is a possibility, though, don't fall into the trap of saying he will be cured in five or six visits. In fact, you may not be able to comfort him on this point.

Then you think all this is just my nerves?

Don't let the word "nerves" stand. "Nervousness" was once a characteristic to be proud of, but the word has been downgraded almost into one of contempt. So don't describe his symptoms as "due to nerves." "Tensions" is an acceptable synonym. The best and busiest people these days are tense, and

almost everyone will admit he has inner tensions.

An appropriate reply here would be: "No, I don't think it's your nerves. But you're the kind of person who keeps his tensions bottled up inside. You can't work them out, and this makes those muscles go into spasm."

The truth is, Doctor, I can't afford a psychiatrist.

Your job isn't to promise bargains. But you can explain that on his visit to the psychiatrist the patient will be getting the undivided services of a highly skilled professional man. Point out that he probably wouldn't balk at paying a surgical fee running into hundreds of dollars. Remind him that psychiatric therapy can be just as necessary, just as disability-preventing, as surgery-and it takes considerably more of the psychiatrist's time than it would the surgeon's.

Finally, make certain the patient knows you aren't dismissing him. Be sure he understands that you will be in regular touch with the other doctor. He may well consider those the most reassuring words of all. END

Your home

Ever dream of building a second home for holidays? Then read why a prefab may be your

Best buy in a vacation house

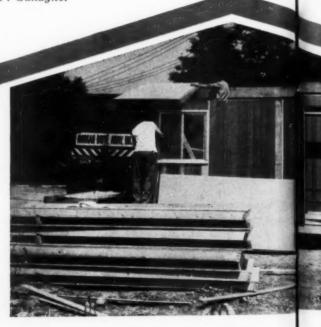


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By James P. Gallagher



Two G.P.s in a Midwestern city recently decided to build summer homes for their families. They both owned sites on the same secluded lake, some 100 miles away. Both the doctors had modest needs and were on limited budgets.

One physician followed the time-hallowed method of hiring out the construction of his cottage to a resort-area contractor.

The contractor had few materials available in his own yard. He had to order much of what was needed from a distant city. Through the summer, the doctor repeatedly had to wait for carpenters who were overloaded with work. Among other frustrations that the doctor suffered:

- Four working days vanished when windows of the wrong size were delivered.
- 2. A week was wasted waiting for plumbing fixtures from the nearest distributor.
- During four rainy days, the house was "open to weather," and the workmen couldn't work.

When the doctor and his family finally moved in, they found themselves in a house that strongly resembled nearly all its neighbors. And it cost almost as much as a similar-sized year-round home (\$10,000).

The second doctor bought his

Small prefab vacation houses can be put up in a couple of days. Here workmen install roof panels built at a factory.

How about a do-it-yourself house?



You won't be alone if you decide to build your own vacation lodge. Do-ityourselfers construct thousands of summer homes and winter lodges every year. Dr. David T. Hellyer, a Tacoma, Wash., pediatrician, designed and built the inexpensive A-frame cabin at the right. Dr. Hellyer (left) says his cabin has 700 square feet of space. It includes a kitchen, snack bar, bath, bed space, porch, and fireplace on the first floor. The second floor has two roomy bedrooms. Materials to build this cabin, exclusive of wiring, plumbing, and fixtures, cost about \$2,300 in the Northwest and \$3,000 in the East. Working drawings are available through the Douglas Fir Plywood Association, Tacoma, Wash.

vacation house prefabricated. He had a wider choice of designs and floor plans. His house was erected in days and completed in weeks. Best of all, it cost \$2,000 less than his colleague's.

Let's see how the physician who bought the prefab—I'll call him Dr. Bondy—went about making his purchase. His first step was to write for catalogues containing drawings, photographs, and floor plans. The doctor decided that one of the stock models fitted his requirements to a tee. So he queried the manufacturer about it.

The latter referred him to a local dealer. The doctor found that this man had good bank and credit references. Also, he had completed houses in the could

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area that prospective buyers could inspect.

As soon as Dr. Bondy placed his order, the dealer began preparing the lakeside site: putting in water, waste lines, a septic tank, and the concrete foundation on which the building would rest. About two weeks after the doctor signed his contract, a big semitrailer backed

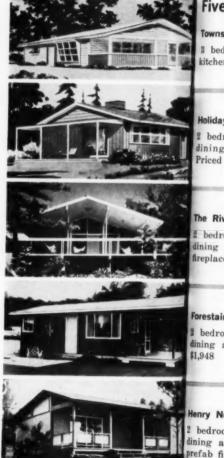
up to the Bondy homesite and off-loaded all the component parts of the vacation house. Before dark, the walls and roof were in place, and the house was "out of the weather." Within a month, the Bondys had moved in. And they still like what they got for their money.

How much did the Bondy house cost? About \$8,000 after

the water, water lines, septic tank, and foundation had been added in. This figure is fairly typical. But remember that prefabs don't invariably cost less than conventional construction. You may not save anything if unions or contractors in your area demand that plumbing, window glazing, electrical work, and the like be done on the job by local workmen. Further potential savings can be eaten up by transportation costs if you choose a site much more than 200 miles from the factory.

Another problem may be financing. Most families find that the low down payment and longterm mortgage that made their main home easy to buy aren't available for a vacation house. As a result, the most common financing method today is a direct personal loan on a seven-year basis, at interest rates ranging from 51/2 to 7 per cent.

Among the big prefabricators that make special homes for vacation use are Admiral, Ford, Harnischfeger, Kingsberry, and Techbuilt. About twenty-five smaller firms also make one or more models of this sort. The



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Five prefab vacation houses

Townsend Cottage (816 sq. ft.)

\$ bedrooms, bath, living room, kitchen, snack bar. \$2,850 Where to write

Admiral Homes, Inc. 149 Water St. West Newton, Pa.

Holiday Cottage (765 sq. ft.)

2 bedrooms, bath, living room, dining area, kitchen, fireplace. Priced through local LU-RE-CO National Plan Service, Inc. Dept. 1700, 1700 West Hubbard St. Chicago 22, Ill.

The Riverhead (672 sq. ft.)

2 bedrooms, bath, living room, dining and kitchen combination, freplace. \$2,330 Techbuilt, Inc. 127 Mt. Auburn St. Cambridge, Mass.

Forestaire (640 sq. ft.)

2 bedrooms, bath, living room, dining and kitchen combination. \$1.948 Harnischfeger Homes Port Washington, Wis.

Henry Norris design (592 sq. ft.)

2 bedrooms, bath, living room, dining and kitchen combination, prefab fireplace. \$3,000 to \$5,000 Kingsberry Homes Corp. Fort Payne, Ala. biggest prefab maker—National Homes—offers only its regular designs for vacation use.

A number of local dealers have become prefabbers, too. They've adopted the so-called LU-RE-CO system, a method of modular construction developed by the Small Homes Council of the University of Illinois. A dealer licensed to use this system can "panelize" any one of a large variety of vacation houses for you, truck it to the site, and put it up immediately. You'll save approximately what you would save on factory construction. END

These doctors discovered the best way to sell a house

If you've never put your house on the market, you can usually learn a lot from someone who has. MEDICAL ECONOMICS has just interviewed a number of physicians who recently sold their homes profitably and with relative ease. Based on their experience, here are five tips for you:

 Always use a broker when you sell your house. Theoretically, it's sensible to save the broker's commission by handling the deal yourself. But all the doctors interviewed avoided this urge. "I'm a busy man," said one. "I just don't have time to take on the job of selling a house." Another took a hard look at his qualifications as a salesman and decided against it. "I've known some men who did manage to sell their own homes, but I think it was just plain luck," he said.

2. Put your best foot forward. Your home's best foot, that is. Have the windows washed, the floors polished, the yard spruced up, the basement and garage cleaned out. Each of the physicians interviewed made some such efforts to improve his home's appearance. But since each had kept his home in good repair, none of these efforts was costly.

One man laughed when asked what he'd done to prepare for the sale. "I washed the front door," he said. "I mean that literally. My agent says clean front doors sell more homes than level floors do. It's the first impression that counts."

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3. Sell your neighborhood. Without exception, the doctors interviewed credited their neighbors and their neighborhoods with being potent sales weapons. Usually at the agent's request, each listed his neighbors' names, occupations, number and ages of children, and how long they'd lived there. This permitted prospects to be given a good picture of the area.

"A thing like that would never have occurred to me," one doctor admitted, "but my agent convinced me that prospects want to know not only who lives next door, but also the general tone of the neighborhood. They also like to know what other homes have been sold recently and when."

4. Let the real estate man do most of the selling. Nearly every owner is tempted to help out. And nearly every agent has seen potential buyers driven away by an overenthusiastic owner. "My broker was nice but firm," said one doctor. "He told me to meet the prospects at the door, shake hands, and then disappear."

Another doctor admitted he'd

been overanxious at first but had heeded the agent's advice. "I took him at his word, and I'm glad now that I did. He handled the entire job. About all I did was sign the papers."

5. Set a reasonable price. There's no surer way to give yourself a hard time than to overprice your home. Few people can be objective in an appraisal of their own property. Here again, an agent with local experience can be invaluable.

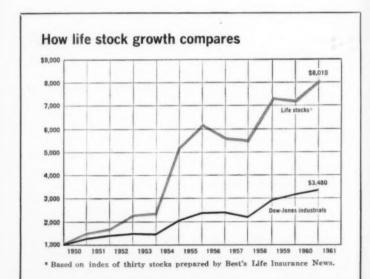
"I had an inflated idea of the value of my home," one doctor admitted. "Then the broker showed me a list of homes very much like mine and in similar locations. He told me how the asking prices had been determined and what the houses actually sold for. He convinced me."

Another doctor set up a test to check his own evaluation. First he spent \$50 to have the house professionally appraised. Then he chose an agent and asked him to set a realistic price on the house. "It gave me confidence in him when the estimates turned out to be almost identical," he reports. END

New life for life insurance stocks

They were glamorous growth investments until a few years ago, when their growth stopped and their glamour faded. Here's why they're coming into their own again

By David L. Babson



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■ A to Index cent by Jones Looking for quick profits? Fat dividend checks? Then life insurance stocks aren't for you. But if long-term growth is your investment aim, don't overlook the life insurance industry's record. Insurance on the books has increased in every year but two for the last half-century.

When growth is that steady, it's seldom spectacular. Yet during the decade after World War II, many life insurance stocks were spectacular. For instance, Franklin Life and Continental Assurance outstripped even such legendary growth issues as IBM and Minnesota Mining.

But about five years ago, most life insurance stocks began to level off. Through the end of 1960, few of them turned in anything like their phenomenal earlier performances. Then during recent months, life stocks began to look like their old selves again. Some have gained as much as 5 per cent in a single

week—fast growth indeed for conservative investments.

Why, after that long pause. have life stocks begun to surge? Both the pause and the surge are probably the result of investors' belated reaction to change. While the stocks were skyrocketing, investors got the idea that the rise would never end. When it did end, abruptly, investors shied away from the group-and stayed away for five years. But during those years, while life stocks were pretty much standing still, life companies were busily adding to their sales, assets, and earnings. This year, investors realized what had been going on and began bidding up the shares to reflect those years of "hidden growth." Let's look at a few things that have been contributing to that growth:

¶ The laws of mathematics are working for the industry. Every life insurance company

[◀] A total of \$1,000 invested in the thirty issues of the Life Stock Index in January, 1950, would have multiplied more than 800 per cent by January, 1961. The same \$1,000 invested in the thirty Dow Jones industrial stocks would have grown less than half as much.

knows with decimal-point precision how many of its policy-holders are going to die each year. Premiums are set high enough to meet these claims and provide a profit, too. Only such a cataclysm as nuclear war could upset the industry's statistical guarantees of future profits. And lengthening life expectancy benefits the industry, too. It takes a long time for new mortality tables to cut premiums.

Interest rates have been rising since 1947. And as they've risen, they've pulled up life companies' earnings. The industry's return on its investments hit a twenty-seven-year high of about 4 per cent in 1960. Unless there's a sudden drop in interest rates, the life companies expect to keep right on increasing their earnings from their invested millions. Reason: Long-standing investments earning between 2 and 3 per

Representative life stocks

Company	Earnings per share		Dividends	1961 price range		Recent
	1959	1960	last 12 mos.1	High	Low	price
Aetna Life	\$3.22	\$3.18	1.45	107	9434	104
Connecticut General	5.76	6.10	1.25	2711/2	1981/2	216
Continental Assurance	3.90	4.69	1.20	243	1791/2	243
Franklin Life	2.15	2.64	.45°	101	761/2	100
Jefferson Standard	2.46	2.95	.975	561/2	42	56
Life Insurance of Va.	3.56	4.62	1.20^{2}	78	57	78
Lincoln National	4.40	5.36	.80	1161/2	91	115
Nat'l Life & Accident	4.63	6.89	.60	145	115	138
Travelers	2.55	2.62	1.45	119%	92	113
U.S. Life	1.11	1.55	.15	71	42 %	61

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cent mature and are replaced with new commitments that bring in 5 to 6 per cent.

Population trends favor life insurance companies. Precisely those groups that make the industry's best customers are growing the fastest. By 1965, there will be more than twenty million people in America in the "marrying" age bracket, 18 to 24. That'll be an increase of six million potential customers since 1958.

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¶ Labor costs are leveling off. Electronic computers are solving a once-severe industry problem: rising payroll costs. With electronic aid, current numbers of employes will be able to handle steadily increasing work loads.

All these factors suggest that life insurance companies are going to keep on growing. What's more, life insurance stocks offer you four bonuses:

1. Recession-resistance. Even if new sales should plummet temporarily, life companies will continue to draw a solid premium income from the policies already on the books. This makes life stocks more immune to re-

cession than many other securities.

2. Inflation-resistance. Life insurance policies are payable in dollars. If the value of the dollar declines, sales will almost certainly rise. So there's a good measure of inflation protection in life stocks.

3. Tax shelter. Instead of paying large dividends, life companies reinvest most of their earnings. At high rates of compound interest, these unpaid dividends can multiply fast. The investor in a successful company gets his reward in price appreciation, taxable at low capital gains rates.

4. Dilution protection. In some industries, otherwise "perfect" growth companies dilute their shareholders' equities by selling new stock. But life companies almost never resort to the sale of additional stock to boost their finances. Result: the percentage of the company owned by each investor remains the same as the company grows.

With all these facts and figures in their favor, why did life companies get such cool treatment from investors? The big reason was the chill prospect of Federal legislation—perhaps even Federal regulation. Life insurance has prospered under state regulation. The possibility of Federal control has shaken the industry.

The fear of Federal intervention reached a peak in 1959, when Congress passed a new law that almost doubled the industry's income taxes. Partly because of the new law, but chiefly because income was up sharply, the industry's Federal tax bill last year was twenty-five times as high as in 1950.

Impressive as these tax increases are, some contend the life companies are still enjoying



a tax break. In the first year of the new law's operation, the industry paid the Government 2.6 cents on every dollar of its insurance income. By comparison, 200 large industrial firms paid income taxes averaging 4 cents on every dollar of net sales.

But tax legislation hasn't been the industry's principal worry. Far more threatening. say the foretellers of doom, is the possibility of Federal regulation of life insurance rates. Many predict that the thin end of the wedge will come in the current session of Congress, when a bill to control rates in the District of Columbia may be pushed as a model for the states as well. How much could Federal regulation cut into life company earnings? That's hard to assess. But even if Washington takes over, it probably won't be as hard on profits as the industry thinks.

Less hypothetical than Federal regulation of the industry is the problem of competition. It's here now, and it's tough. In term and group insurance—traditionally low-profit lines anyway—the scramble for premi-

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um dollars has been especially hectic. Group sellers have found that their share of the big pension market is slipping. Banks and other institutions with more flexible investment rules can offer pension customers better inflation protection.*

In the more lucrative fields of ordinary life and annuities, the industry has been holding onto its profits. But the number of companies hunting for these profits has more than doubled in the last decade. Many of the new companies are life insurance affiliates of fire and casualty underwriters; this means they enter the field with readymade sales organizations.

Competition will probably get still tougher in the years ahead. But the life companies are learning to live with competition. Its impetus is speeding the development of new products and sales methods. Perhaps most important for the investor: Competition is emphasizing the difference between one company and the next.

*Variable annuities, keyed to the performance of a portfolio of common stocks, may help solve this problem; but no major company is selling them yet. What are your chances of finding a life insurance stock that will treat you well over the long term? Pretty good, I think. The many favorable factors built into the life industry seem to me to outweigh the threats—including the threat of Federal regulation.

In view of the recent run-up in the prices of most life stocks, you may want to wait for a drop before you consider investing. Maybe you'll feel that, as long-term investments, they're worth buying now. But whether or not you leap into life insurance shares, you'd do well to look into them carefully.

In the table on page 98, you'll find stock data on ten companies, all chosen to show the diversity the industry offers. Here are big companies and small ones, life-only companies and companies also in the fire and casualty fields—even companies that restrict themselves to one corner of the life insurance field. These ten aren't recommendations; they're no more than a starting point for your own private research. Happy hunting! END

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Aid for your aide:

The art of pleasing practically everybody

By Horace Cotton



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You know the Golden Rule: Do unto others as you would have them do unto you. I'd like to suggest a variation phrased for a physician's aide: Put yourself in the patient's place. The tips I'm going to pass on to you all stem from that simple maneuver.

It's not too hard to please patients who are amiable and considerate. One is the quiet woman who flashes you a quick, grateful smile when you usher her into the examining room forty minutes after the time of her appointment. Another is the mother who gives you a reassuring glance when her restless child knocks a plant spinning—and who then herself scoops up the spilled soil. But what about your problem patients?

There's the grande dame who inspects you through an invisible lorgnette and neighs, "The doctor said he'd be here at ten!" There's the boor who blows cigar smoke in your face and grunts, "Nip back there and tell him Mister Hogan's here." And there's the silly teen-ager who blurts, "You didn't say to eat nuthin'. You said no breakfast.

I had a candy bar and a coupla cups coffee is all."

These are the people you have to learn to like. It isn't enough that you merely tolerate them. They're sick—or they think they are. And it's part of your job, as well as the doctor's, to try to help and understand them. But you can't do it unless you see things their way and make allowances. It won't do simply to mirror their moods and snap back.

There's no win-friends-and-influence-people course that will immunize you against dislike of disagreeable humans. But you can learn to regard such patients as a challenge to your people-handling skill. When you do, you're helping the doctor in a very real way.

What goes on right here in your reception room affects his every consultation, examination, and treatment. You're a sort of patient-conditioner, and your effectiveness can even fend off lawsuits. Take the woman who won a court settlement in her suit against a doctor. Asked why she'd sued him in the first place, she replied: "It was be-

cause his receptionist wasn't nice. She kept the doctor behind an iron curtain. You could never reach him or talk to him. She was snobbish, and she had an unpleasant voice."

In my years of observing successful aides at work, I've noticed they all do certain things the same way. Let me sum up some of those things for you as a series of guideposts:

Never leave the front desk for more than a minute or so at a time. If work occasionally calls you away, check back often to greet patients who come in while you're away. A soft-toned bell or buzzer to alert you to the opened door is worth having in a onegirl office.

Look up and smile at once when the door opens. If you're on the phone or dealing with another visitor, the smile tells the newcomer that you'll be with him in a minute. Then see that you are.

Chat briefly with every patient who's been to the office before. Something like this: "Good morning, Mrs. Harrison. Find a parking space this time? The doctor's on schedule this morning, and he'll be ready for you soon." It may sound trite to you, but it doesn't to Mrs. Harrison—especially if you've remembered that on her last visit she was hauled out by a police officer to move her double-parked automobile.

Use words that will please the patient. If you say, "It won't be long," the patient remembers the word "long." But if you say, "The doctor will be with you in one or two minutes," he'll remember the word "minutes." When you tell a child, "The shot won't hurt," the child hears the words "shot" and "hurt." But if you say, "It feels like a mosquito bite," you reassure him in language he understands.

And don't show off your medical terminology by saying:
"The G.I. series will be done by the roentgenologist at 8 A.M.
The studies can only be done when your gastrointestinal tract is empty." Smart aides say instead: "The doctor wants you to go to Dr. Jones for an X-ray tomorrow at 8 A.M. Please don't eat any food after midnight—nothing but a few sips of water."

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Don't patronize patients. You won't please a visitor if you say oftily, when his turn comes, "You can come back now, Mr. Brown." Instead, say, "Doctor will be happy to see you now, Mr. Brown." And don't point the way; escort him to the room. If he was reading a magazine, and you know darn well he'll be waiting in the examining room a full five minutes, suggest he take the magazine along.

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Never argue with a patient. ot "I'm certain," says the flustered e lady, "that I paid for my last it visit right there and then." 3-Don't remind her that she sailed n out of the office saying, "Send me a bill." Instead, say smoothly, "Then you'll have the receipt at home—the same kind as the one I'm writing for you now. If you find it, tell me the next time you come in, won't you?" Later, you can report to the doctor, and he'll tell you whether to send a bill. But the flustered lady will come back. If you'd fought her over the five dollars, she might have paid it and vanished forever.

Tell the patient what you can

do, not what you can't. If the patient asks for a 3 o'clock appointment on Thursday, don't answer, "I'm sorry, it's already booked." Say, "I can give you 3 o'clock Wednesday or 2 o'clock Thursday, but 3 o'clock Thursday seems to have gone." In short, say things positively.

Offer to help patients. It may be only a matter of calling a cab. Or it may involve steering a distraught patient to some urgently needed help your doctor can't give right then. Keep well informed about the local hospital's emergency room, the nearest public health center and welfare office.

Develop a sixth sense about when to break rules. Suppose you have a rule that patients are to be seen by appointment only. Suppose you have another rule that all new patients are to be interviewed by you first. If you're smart, you'll waive both rules and take a patient straight through when he's obviously in bad shape.

It's a cinch you can please practically everybody if you put yourself in the patient's placethen act accordingly. END

How effective is you need

Is it doing all it can to foster friendly relations between local doctors and the lay public? Here are eight ways a good society can serve its members and its community

By Robert L. Brenner



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unedical society?

A wise doctor once pointed a finger at me and said, "Here's a truism you can't dispute: In places where organized medicine does its job well, individual physicians rate high in the community."

This magazine seldom disputes truisms. But it likes to find out why they're true. So the editors recently put some pointed questions to the executive secretaries of ten county medical societies that enjoy notably fine public relations. The goal: to find out what constitutes a good medical-society job. The ten county societies:

Alameda-Contra Costa in California; Clear Creek Valley, Colo.; Cleveland, Ohio; Dade

Nursing scholarships are one practical way for doctors to forward good public relations. Here Dr. A. M. Markham makes an award for the Clear Creek Valley (Colo.) Medical Society.

County, Fla.; Dallas County, Tex.; Fulton County, Ga.; Green County, Mo.; Milwaukee County, Wis.; Omaha-Douglas County, Neb.; and the three-county society of Oneida, Herkimer, and Madison, N.Y.

Note at the outset that size is a negligible factor in the kind of public relations job a society can do. Memberships of the selected associations range from Cleveland's 2,100 down to Clear Creek's 109. But consider little Clear Creek's achievements in the past year:

- ¶ It has given free moutn-tomouth resuscitator devices to every public swimming pool in its three-county area; and the doctors have taught lifeguard how to use them.
- ¶ It has collected free drug samples for use at a local Indian hospital.
- ¶ It has arranged with a local radio station to broadcast emergency calls for its members (all of whom carry portable radios

... Your profession

The 109 members of the Clear Creek Valley Medical Society can always be reached by a radio paging system. Dr. Leo Nolan (left) and Radioman Gene Amole check the equipment.



A society's actions, not its size win

Clear Creek Valley kids are giv-

en free booster shots—DPT, polio, etc.—by local physicians.

Medico



win respect



A well-baby clinic (above) is conducted at regular intervals throughout the area the Clear Creek Valley society serves, as another public service project. Left, Dr. J. A. Leonard gives a colleague a physical. Members practice what they preach by having check-ups yearly.



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¶ It has run a well-baby clinic. ¶ It has raised money for scholarships.

Though size isn't important, however, other factors apparently are. Want to test the extent of your own society's activities according to the standards of ten especially active organizations? Here are eight jobs that most of the above societies say they do—and do thoroughly:

1. They have hard-working grievance committees.

All ten of the surveyed societies have them. And nine of the executive secretaries emphasize that the doctors consider such committees essential for good community relations. The following statistics explain why:

Alameda-Contra Costa's grievance committee alone handled some 400 cases in 1959. This is admittedly higher than average, because the committee considers complaints not only from patients but from insurance companies and union health funds. Still, the nine other societies' committees, handling only patients' grievances, judged an

average of thirty-one formal complaints. Benefit to local doctors: dozens of potential malpractice suits that never reached the boiling point.

2. They have well-publicized emergency-call systems.

Again, this holds true for all ten societies. The number of calls they handled in 1959 ranged from 600 for Clear Creek up to 12,000 for Milwaukee. And each society uses at least two methods of keeping its emergency-call service in the public eye. Nine of them advertise in the local phone book; eight advertise through Welcome Wagon literature; six send out cir-



Medical Economics, May 8, 1961

... Your profession

culars; three advertise on local TV or radio stations.

3. They occasionally sponsor public-service projects.

Nine of the surveyed societies have run vaccination campaigns within the past year. Nine hold "career days" to interest local school children in becoming doctors. Five conduct athletic-injuries clinics for school coaches. Three run training programs for ambulance drivers.

There's a long list of other

projects that have been recently sponsored by one or another of the ten organizations. Typical examples: Cleveland's elaborate poison control center; and Omaha's successful campaign for legislation to improve foodhandling conditions in local food stores.

4. They participate eagerly in other groups' community-service activities.

During the past year, all ten of the societies have worked

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with local unions, civic agencies, or other lay organizations on such projects as civil-defense preparation, oral polio-vaccine field trials, blood banks, etc. The Fulton County society has even surveyed all local civic and service groups in an effort to find out which ones wanted physicians to help with their work. And the society has then lined up doctors to do the needed jobs.

As a striking example of how such cooperation can pay off in community goodwill, take what happened a few years ago in California's Alameda-Contra Costa area. Working with civic officials, the doctors had helped set up a program for mass emergency medical care if disaster should strike. Soon after the plan was organized, it got credit for saving many lives in a local shipyard explosion.

5. They encourage their members to join lay clubs and civic organizations.

An estimated 50 per cent or more of the doctors in most of the ten societies are active in church groups, chambers of commerce, service clubs, etc. The comment of the Cleveland Association's executive secretary is typical: "Our official attitude is that the more of our doctors who join such groups, the better. There's no surer way of showing our interest in the community."

6. Most of them have a speakers' bureau.

Eight of the societies offer such a service to the public; and six of them single out the speakers' bureau as essential to the maintenance of good community relations. "Local business or women's clubs appreciate our always having a speaker on tap," says one society executive.

Records of the bureau-equipped societies show that their members made an average of ninety-eight speeches in 1959. And what about the Clear Creek society, which has no formal bureau? Well, its 109 members gave 150 addresses in 1959!

7. They encourage doctors to hold public office.

One measure of the selected societies' standing in their communities: Nine of them have men in either elective or appointive public office outside the field of public health. Among their

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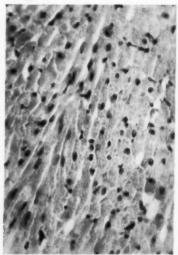
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B/ 2922 MI

New laboratory evidence shows Serpasil* prevents heart damage



Severe heart damage in unprotected stressed rat. Tissue taken from rat given 2-a-methyl-9-a-fluorohydrocortisone and stressed by restraint. Photomicrographs from Raab et al.* (Original magnification: approximately 450X.)



No heart damage in stressed rat protected with Serpasil. Tissue taken from rat given 2-a-methyl-9-a-fluorohydrocortisone and stressed as at left, but also given Serpasil (0.4 microgram daily for one week).

Note: While Serpasil did not completely protect the hearts of all animals in this study, it greatly reduced myocardial damage in most of them.

This evidence suggests that Serpasil may protect your hypertensive patient's heart.

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Raab, W., Stark, E., and Gigee, W. R.: Unpublished data.

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members are a school-board president, a mayor, a juvenilecourt judge, a justice of the peace, a city councilor, and a state's attorney's assistant.

 They keep the public informed by means of occasional radio or television shows.

Eight of the ten societies have sponsored broadcasts within recent months. The Dade County doctors put on five regularly scheduled radio and two TV performances every week. And Milwaukee County's medical TV series—which half of the local doctors have appeared in at least once—is now in its eighth year.

Obviously, a medical society doesn't have to hit the air waves to do a first-rate job. Your organization may be building goodwill for you and your colleagues without taking action in several of the eight fields I've mentioned. But if it isn't active in a few such ways, it's probably doing less than it should.

There's little doubt that efforts to gain public approval do bear fruit. For one thing, the queried societies all report that they get fifty or sixty times as many favorable editorials and

articles in the local press as they do unfavorable ones. What's more, there's some evidence that their public relations programs help hold down the local incidence of malpractice suits.

The nation-wide ratio of suits has been estimated at roughly one a year for every thirty-five doctors. But among the three of the selected societies that kept records in 1959, the highest ratio of suits reported (by Alameda-Contra Costa County) is only one for ninety-four doctors.

Pure coincidence? Could be. It could also be pure logic. END

Specialist courses are now available on filmstrip

Looking for more than the garden variety of refresher course to study at home? The College of Medical Evangelists has expanded its "curriculum" on filmstrip and tape to cover many specialized clinical fields—and some nonclinical ones.

"At first, our courses were designed for general practitioners," says Dr. Edward R. Bloomquist, director of the C.M.E. post-graduate audio-vis-

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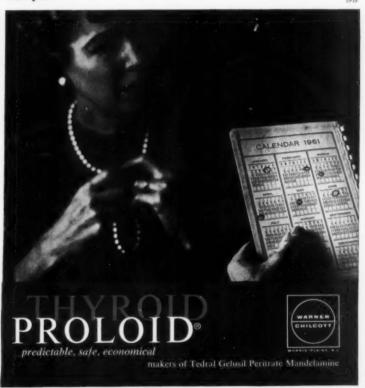
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menstrual irregularity... just "functional"?

... or another case of hidden hypothyroidism?

Menstrual irregularity is often the chief complaint—sometimes the only complaint—of the patient with mild hypothyroidism. Many of these patients respond well to a the apeutic trial of Proloid.

Proloid—preferred therapy whenever thyroid is indicated—establishes and maintains a euthyroid state safely and smoothly. An exclusive double assay assures unvarying metabolic potency from tablet to tablet, from prescription to prescription, year after year.



for alert tranquillity

to curb anxiety without curbing precision skills

Because effective antianxiety measures include:

*retaining clarity of mind, sound judgment, precision skills

*retaining natural zest, sense of contact, interest in life

*avoiding ataxia, drug-linked weight gain, destructive impulses

*avoiding jaundice, blood dyserasias, extrapyramidal reactions

bidications. For use in the common arxiety tension states, is well as in surroully all conditions in which begittened tension is a battier to mental or summit well-being.

Dronge: The usual desage in adults is one tablet three times daily, preferably just before meals. In incoming this to emotional tension, an additional tablet at bedfine usually alloydy sufficient relaxation to permit natural sleep.

Supplied; Pink, coated, unmarked tablets, 200 mg, bottles of 100.

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for baby for mother for grandpa all age groups







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ual program. "But lately we've added topics in some of the more complicated fields in certain specialties."

Dermatology, otolaryngology, gastroenterology, radiology, cardiovascular disease-what's your interest? You'll find it among the eighty or so titles currently or soon to be available. Some of the new nonclinical filmstrips cover such subjects as medical testimony. Workmen's Compensation, and public speaking. The films, in color, are accompanied by thirty-minute lectures on tape. This concentrated instruction is prepared by some of the country's best-known physicians.

You can get these matched 35 mm. film and tape sets from the College of Medical Evangelists' Division of Postgraduate Medicine, 1720 Brooklyn Ave., Los Angeles 33, Calif. To show them, you'll need a projector or desk viewer and a standard tape playback.

The cost of each film-andtape lecture ranges between \$8.50 and \$22.50, depending on whether you rent, buy, or subscribe to the service. END

Medical Economics, May 8, 1961

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over 400 tablets and capsules shown actual size, in full color in the 1961 PDR's new PRODUCT IDENTIFICATION SECTION

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Parents of retarded children get a life insurance break

Mentally retarded children may never become self-supporting: so their parents may need more-than-average life insurance. If any of your patients have such a problem, tell them about the new low-cost insurance plan being offered by the National Association for Retarded Children. This group plan will give them insurance for about half the cost of similar individual coverage. Here's how the plan works:

For a premium of \$57 a year. a parent under 40 who supports a retarded child can get \$12,500 worth of coverage. The premium is the same for all ages, but the amount of insurance is gradually reduced as the insured parent gets older. When he reaches 40, it drops to \$8,000. Then it drops every five years until, at 65, it's \$1,000.

Three other provisions of the

85% Effective and Fatigue

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GLUKOR . . .

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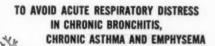
the original synergistically fortified chorionic gonadotropin (contains Chorionic Gonadotropin, Thiamin Hydrochloride, L (+) Glutamic Acid), Dose 1cc 1M, 10cc and 25cc Vials.

PUBLISHED ARTICLES ON GLUKOR:

1. Gould, Wm. L.: A New Therapeutic Approach to Aging, Clin. Med. (July) 1957. 2. id,: Impotence, Med. Times (March) 1956. 3 id,: Male Climacteric, Med. Times (March) 1951. 4. id,: Male Senility, Med. Times (October) 1951, 5, Browning, Wm. J.: Male Climacteric & Impotence, Int. Rec. Med. (Nov.) 1960. 6. Robinson, H. R.: Gonadal Stimulation for Impotence, Med. Rec. & Annals (April) 1960. 7. Milhoan, A. W.: Heterosexual vs. Homosexual Hormones. Tri-State Med. Jour. (April) 1958. 8. Strosberg, I.: Female Senility, N. State Jour. of Med. (March) 1953.

U. S. PATENT No. 2,943,020

Medical Economics, May 8, 1961



Choledyl remains a uniformly effective bronchodilator throughout prolonged therapy, and it is virtually free of gastric irritation and other unwanted effects even in geriatric patients.



SUPERIOR BRONCHODILATATION THROUGH SUPERIOR THEOPHYLLINE ABSORPTION

Choledyl is often effective when aminophylline or other xanthines fail, because it produces up to 75% higher theophylline blood levels than equivalent doses of aminophylline. Depend on Choledyl to relieve bronchospasm, coughing and wheezing...to increase vital capacity...to ease expectoration.

CHOLEDYL Brand of extriphylline

betters breathing . . . decreases wheezing



Supplied: 200 mg. tablets (yellow); bottles of 100. Full dosage information, available on request, should be consulted before initiating therapy.

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... Your insurance

N.A.R.C. plan: (1) A parent can't buy or renew a policy after age 70; (2) a guardian or nonsupporting parent is ineligible for coverage; (3) it's not open to residents of New Jersey, Ohio, Texas, or Wisconsin.

Details of the plan are available from the National Association for Retarded Children, Inc., 386 Park Avenue South, New York 16, N.Y. END

Amusing . . . Amazing . . . Embarrassing . . .

No doubt one of these adjectives describes some incident that has occurred in the course of your practice.

Why not share the story with your colleagues?

If it's accepted for publication, you'll receive \$25-\$40.

Contributions must be unpublished. They cannot be either acknowledged or returned. Those not accepted within ninety days may be considered rejected. Address: Anecdote Editor, MEDICAL ECONOMICS, Oradell, N.J.

Medical Economics, May 8, 1961

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Journal of A clinical 17:398-40 Current T



Didrex doesn't perform miracles...it just helps the obese patient do it herself.

The reason is simple: persistent, significant loss of weight, up to 30 weeks in reported cases, helps to preclude the "weight plateau" that so often discourages dieters after a few weeks. Thus, time and will become your allies in changing the patient's dietary habits built over months or years of weight accumulation. Didrex may be used in closely supervised diabetic, coronary insufficient, and hypertensive patients.

BRIEF BASIC INFORMATION

Description: Didrex is the Upjohn brand of benzphetamine hydrochloride [$\{-\}$ -N-benzyl-N, α -dimethyl-phenethylamine hydrochloride]. A sympathomimetic compound with marked anorectic action and relatively little stimulating effect on the CNS or cardiovascular system.

Indications: Control of exogenous obesity.

Contraindications: None known to date. However, use with caution in moderate or severe hypertension, thyrotoxicosis, acute coronary disease, or cardiac decompensation.

Desage: Initiate appetite control with ½ to 1 tablet (25 to 50 mg.) in mid-morning or mid-afternoon, according to the patient's eating habits for several days. Then "adjust" dosage to suit each patient's needs to a maximum of 3 tablets daily (150 mg.).

Side Effects: No effects on blood, urine, renal or hepatic functions have been noted. Minimal side effects have been observed occasionally: dry mouth, insomnia, nausea, papifations and nervousness. Supplied: 50 mg., benzphetamine hydrochloride,

Supplied: 50 mg., benzphetamine hydrochloride, press-coated, scored tablets, bottles of 100 and 500. *Trademark - brand of benzphetamine hydrochloride, Upjohn.

References: 1. Stough, A. R.: Weight loss without diet worry: use of benzphetamine hydrochloride (Didrex), Journal of the Oklahoma State Medical Association, 53:760-767 (November) 1960. 2. Oster, H., and Mediar, R.: A clinical pharmacologic study of benzphetamine (Didrex), a new appetite suppressant. Arizona Medicine, 17:398-404 (July) 1960. 3. Similin, B., and Wallace, L.: A controlled clinical trial of benzphetamine (Didrex), Current Therapeutic Research, 2:33-36 (February) 1960.

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Make your first thought EMETROL

whenever an antiemetic is indicated, as in acute infectious gastroenteritis or intestinal "flu," and in
the prevention or treatment of nausea due to drug therapy or motion
sickness.

EMETROL quickly controls most cases of functional nausea and vomiting without risk of untoward effects or masking of scrious organic pathology.

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in clinical use for 10 years... not a single report of side effects



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I hired myself into retirement

This man's novel scheme includes a tax-favored practice sale, plus eight years of salary on a job that gets easier every year—and a Social Security 'bargain' thrown in

By Forrest P. Butcher, M.D.

Not long before my fifty-seventh birthday, I hired myself out to a young physician in my specialty. You might think that an odd thing for a specialist grossing \$55,000 a year to do. But you'd be wrong. I rate congratulations, not commiseration. I've found a tax-favored way to retire.

It all started four years ago when a dear friend of mine, a man in the same specialty, died of a massive coronary. It was induced, I'm certain, by the ceaseless grind of a big solo practice. His widow realized miserably little money from the

MACY ANDERSON, M.D.

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FORREST P. BUTCHER, M.D. WEB, AND SAT.



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in sulfa therapy... RELEASE YOUR PATIENT FROM Q.I.D. DOSAGE

just one tablet of Midicel provides continuous, effective blood levels for 24 hours

Recause many patients need take only 1 tablet daily, therapy with MIDICEL is convenient and economical. It is also advantageous since the possibility of omitted doses is reduced. Rapidly absorbed and slowly exceed, MIDICEL assures dependable bacteriostatic action in urinary tract infections, certain respiratory infections, bacillary dysenteries, as well as surgical and soft-tissue infections caused by sulfonamide-ensitive organisms. And with MIDICEL, there is little likelihood of crystalluria because of its high solubility and low dosage.

IDICEL (sulfamethoxypyridazine, Parke-Davis), 3-sulfanilamido-6-methoxypyridazine, Tablets of 0.5 Gm.; Suspension, each cc. containing 50 mg. of sulfamethoxypyridazine as the N'-acetyl derivative. Indications: Gram-negative and gram-positive infections such as urinary tract, respiratory, and soft-tissue infections and bacillary dysenteries. Dosage: Orally once a day until asymptomatic for 48 to 72 hours. kults:-1 Gm. initially, followed by 0.5 Gm. daily thereafter or 1 Gm, every other day. In severe infecions, not to exceed 2 Gm. the first day, then 0.5 to 1.5 Gm. daily according to weight of patient and everity of infection. Children: - 30 mg. per Kg. the first day, then 15 mg. per Kg. daily. In severe infecions, up to 50 mg. per Kg. initially, then 25 mg. per Kg. daily. Total dose in children, however, should of exceed lower dosage limits for adults. Precautions: Continue daily doses higher than 0.5 Gm. no inger than three to five days without checking for blood levels above therapeutic range. Maintain dequate fluid intake during therapy and for 48 to 72 hours afterward. Until further definitive informaon is available, MIDICEL, in common with all sulfonamides, is contraindicated in the premature and ewborn infant. Contraindicated in patients with a history of sulfa sensitivity. MIDICEL is not recommended for meningococcal infections. Side Effects: Anorexia and lassitude may occur as may reacins suca as drug fever, rash, and headache, all of which are indications for discontinuing the drug. eukopenia has been reported. Periodic blood counts are advised. Patients with impaired renal function hould be followed closely since excessive accumulation may occur. Available: Quarter-scored tablets 10.5 Gm., bottles of 24, 100, and 1,000,

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d for children...Midicel Acetyl Suspension (N' acetyl sulfamethoxypylatine, Parke-Davis) - delicious butterscotch flavor - only one dose a day

PARKE-DAVIS

forced sale of his practice. And the practice itself withered away in the hands of the buyer. I knew that if I wanted to avoid the same fate for myself, my wife, and my practice, I'd better start working on the problem. If you're over 50, you'd be wise to begin thinking about it, too.

I knew all about the conventional ways of retiring from a medical practice. None of them appealed to me. For instance, I didn't want to sell out and quit medicine immediately. And a resolution to retire when I hit 65 wouldn't do my wife or me much good if my pump blew a gasket before I got there. A lot of physicians make such resolutions and never live to keep them. Some live but don't keep them.

So I considered—as you doubtless have done—finding an up-and-coming man in my field who'd first be my employe, later my partner, finally my successor. I didn't like that, either. It seemed to me that few good young specialists take

kindly to employe status, even if it's limited to a year or two. They want the rank that goes with partnership, and I can't blame them. I doubt whether I, when I was young, would have gone on another doctor's payroll. The time to collect an employe's check comes at the other end of a professional career—as I'll soon undertake to show.

Nor was my practice large enough to pay a salary attractive to a high-caliber man. The practice was tiring me out, that was for sure, but it certainly wouldn't cause two of us to breathe heavily. And I did not want to help build a huge two-man practice.

Of course, I could have organized a partnership in which I, the seller, would gradually shift the bulk of the work to the buyer, while retaining the lion's share of the income for myself. And I knew about that other partnership method, where the two men share the work equally but the older man slowly switches the lion's share of the income over to the newcomer. But in my observation of partnerships, these two arrange-

THE AUTHOR, a specialist in California, writes here under a pen name.

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RETICULOSE IS REPORTED TO BE DRAMATICALLY SUCCESSFUL IN THE THERAPEUTIC MANAGEMENT OF:

Herpetic diseases, 3, 5. encephalitis, 1, 2, 3. generalized vaccinia, 3, 4. infectious hepatitis, 3. influenza, Asian influenza, 3. upper respiratory viral infections, 3. infectious mononucleosis, 3. mumps orchitis, 2.

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BIBLIOGRAPHY: 1. Anderson, R.H., Thompson, R.M., Treatment of Viral Syndromes, Va. Med. Mo.Vol. 84-347 353 7-57. 2. Scientific Exhibit, Va. State Medical Soc., Washington, D.C. Oct. 1957. 3. Symposium Viral Diseases, Miami, Fla. September, 1960. 4. Reynolds, R. M., Vaccinia, Archives of Pediatrics, Vol. 77 No. 10 Oct. 1960. 5. Wegryn, S. R., Marks, Jr. R.A., Baugh, J. R., Herpes Gestationis, American Journal Ob. and Gyn., Vol. 79 Apr. 1960.

Literature is available upon request.



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THE CHESTERS OF J. WALLES WILSON, M.D., LOS ANCALES

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" ... an almost uniformly effective antifungal antibiotic in superficial ringworm infections...."* Penetrates keratin from the inside . . . checks invading fungi until new, healthy skin tissue grows out. Often clears within 2 to 4 weeks, regardless of

previous duration or resistance ... promotes rapid relief of pidly with Luvicin itching and prompt loss of hyperkeratosis. Very low toxicity in therapeutic doses . . .

> the occasional side effects reported (gastric discomfort, diarrhea and headache) are usually mild and self-limited.

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FOR THE HYPERTENSIVE



HYPERTENSIVE INVALIDISM:

> headache dizziness palpitations tachycardia anginal pain anxiety

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• the first "wide range" antihypertensive

 effective by itself in a majority of patients with mild or moderate hypertension, and even in many with severe hypertension

 should other drugs need to be added, they can be given in much lower than usual dosage

DIUPRES-250

250 mg. DIURIL chlorothiazide, 0.125 mg. reserpine per tablet. One tablet one to four times a day.*

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"It is essential to reduce the dosage of other antihypertensive agents, particularly the ganglionblockers, by at least 50 per cent immediately upon addition of these agents or of Diupres Tablets to the regimen.

Gefore prescribing or administering DIUPRES, the physician should consult the detailed information on use accompanying the partiage or positiable on report.

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hypertensive symptoms are usually relieved

anginal pain may be reduced in incidence and severity

anxiety and tension are usually allayed

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IS DIUPRES

... Your retirement

ments also ran into trouble. Sooner or later, one partner figured that the other was a burden, and acrimony raised its hoarse voice.

So I made a proposition to a capable young M.D. whom I'll call Macy Anderson. He was board-certified in my specialty, and he wanted to test out our medium-sized city, both as a place to work and a place to

live. (His wife had already made up her mind: She'd even tagged the home she coveted.)

Since I didn't work in my office Wednesday afternoons or Saturdays, I suggested to Dr. Anderson that he use my office, equipment, supplies, and help (a nurse and a secretary) while I wasn't there. The patients he saw would be his own. He agreed. He also agreed to

WARD 5



"How's that nice old lady I helped across the street?"

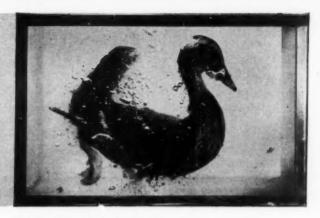
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240 mg 50 mg.



The principle that makes
a duck sink...produces
soft, normal stools
in functional constipation

September 1

Water doesn't roll off this duck's back... because the water is Surfak-treated. Surfak decreases interfacial tension between water and oil... penetrates the natural oils in the feathers, permits water absorption, adding weight so that the duck sinks.

Similarly, in functional constipation, Surfak quickly permeates the heterogeneous fecal mass. The superior surfactant action of calcium bis-(dioctyl sulfosuccinate) reduces the interfacial tension between the aqueous and lipoid phases of the intestinal content to minimal values. The result is soft homogeneous feces which are easily moved to evacuation, naturally.

Adults: One 240 mg. Surfak capsule daily.

Children (and adults with minimal needs): One to three 50 mg. Surfak capsules daily.

240 mg. Surfak capsules in bottles of 15 and 100. 50 mg. Surfak capsules in bottles of 30 and 100.



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turn over to me 40 per cent of his collections from the patients he saw in my office. We worked that way for a few months, until I felt positive that Macy was the man I'd been looking for-if he liked my plan. I laid it before him:

"Put in more of your time here." I suggested. "Whenever I'm not in, see my patients as well as your own. New patients whom you see in my absence are yours, if they don't specify

a preference for me. And I'll be out more than I am now, I promise you. I'll pay the entire overhead. You continue to pay me 40 per cent of what you collect from your own patients. I'll give you 40 per cent of the collections from all patients seen for me by you. That way, our incomes will reflect the work we do."

Macy thought it was a fair proposal, except for one thing. I'd still be the owner of the



controls so many symptoms of the syndrome

- . Lessens rigidity and tremor
- · Energizes against fatigue, adynamia and akinesia
- · An effective euphoriant
- · Thoroughly compatible with other antiparkinsonism medications

Dosage: usually 1 tablet (50 mg.) t.i.d. May be used in combination with other antiparkinsonian drugs.

- · Highly selective action
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- Counteracts diaphoresis. oculogyria and blepharospasm
- · Well tolerated-even in presence of glaucoma



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nearly identical to mother's milk1 in nutritional breadth and balance

A new infant formula Enfamil

Five years of research and 41,000 patient days of clinical trials demonstrate the excellent performance of Enfamil. This new infant formula satisfies babies and they thrive on it. Digestive upsets are few and stool patterns are normal. Enfamil produces good weight gains. In a well-controlled institutional study² covering the crucial first 8 weeks of life, Enfamil produced average weight gains of 11.3 ounces every 2 weeks during the course of the study.

Enfamil is nearly identical to mother's milk¹ • in caloric distribution of protein, fat and carbohydrate • in vitamin content (vitamin D added in accordance with NRC recommendations) • in osmolar load • in ratio of unsaturated to saturated fatty acids • in absence of measurable curd tension for enhanced digestibility

Babies started on Enfamil stay on Enfamil

 The Composition of Milks, Publication 254, National Academy of Sciences and National Research Council, Revised 1953, 2. Brown, G.W.; Tuholski, J.M.; Sauer, L.W.; Minsk, L.D., and Rosenstern, I.: J. Pediat. 56:391 (Mar.) 1960.



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Neomycin Sulfate	-	5 mg.	5 mg.
Hydrocortisone	-	-	10 mg.
Supplied:	Tubes of 1 oz., 1/2 oz. and 1/4 oz.	Tubes of 1 oz., 1/2 oz. and 1/8 oz.	Tubes of 1/2 oz. and 1/a oz. (with
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when you prescribe estrogens in the menopause...

consider that current medical opinion favors natural estrogens

"I think most of us have agreed here that we would use natural estrogens rather than synthetic estrogens because of the likelihood of producing toxic effects with the synthetic compounds."*

"We don't use stilbestrol because it causes nausea in a certain number of people, we don't use ethinyl estradiol very often because of headaches and nausea in occasional people and we prefer conjugated estrogens in its smallest amounts..."*

*Transatlantic Telephone Symposium, The Effect of Estrogens in the Menopouse, Amsterdam/New York, 1959. Transcript available on request. Published, J.M.A. Alabama 29:448 (May) 1960.

in the menopause—there is no substitute for a specific

Premarin'

Usual dosage: 1.25 mg. daily. Increase or decrease required. Cyclic therapy is recommended (5 week regimen with 1 week rest period) fo avoid continuous stimulation of breast and aterus.

the natural oral estrogen that imparts a "sense of well-being"

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practice, and he'd be more or less a tenant. "I want my own practice," he said.

"And I want you to have it," I said. "In fact, I want you to have mine. I suggest that one year from now, you take it over."

Macy said he didn't see how he could possibly swing it only one year hence. So later the same day, with both our attorneys present, I showed him.

I had two kinds of assets to sell, I explained. The tangible assets consisted of my lease, leasehold improvements, equipment, furnishings, records, and supplies. These I was willing to sell at a fair valuation under an installment sales contract. Any profit over their depreciated tax basis would be capital gain to me, while Macy could



"I know he got it shooting craps; but we still call it 'tennis elbow'!"

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152,000,000 Over-131,000,000 doses administered to date



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the original and only warfarin responsible for establishing this drug as closely approaching the ideal anticoggulant. 1,2

 Baer, S., et al.: J.A.M.A. 167:704,
 June 7, 1958. 2. Moser, K. M.: Disease-a-Month, Chicago, Yr. Bk. Pub., Mar., 1960, p. 13.

Full range of oral and parenteral dosage forms -

COUMADIN* (warfarin sodium) is available as: Scored tablets-2 mg., lavender; 5 mg., peach; 71/2 mg., yellow; 10 mg., white; 25 mg., red. Single Injection Units -one vial, 50 mg., and one 2 cc. ampul Water for Injection; one vial, 75 mg., and one 3 cc. ampul Water for Injection.

Average Dose: Initial, 40-60 mg. For elderly and/or debilitated patients, 20-30 mg. Maintenance, 5-10 mg. daily, or as indicated by prothrombin time determinations.

*Manufactured under license from the Wisconsin Alumni Research Foundation,

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ENDO LABORATORIES Richmond Hill 18, New York take a depreciation allowance annually on the entire price payable by him. If I died before all the payments had been made, Macy would pay my wife the remaining installments, on the same schedule. If he died before me, the money he'd already paid would be treated as rent, and the assets would return to my ownership.

He accepted all this without demur. All we had left to do in this area was agree on what my "tangibles" were worth. This, I suggested, should be considered in relation to the second part of the sale, the transfer of the intangible assets: the sweat that had gone into building up a \$55,000-a-year practice, the connections I'd made (whole families of them), and the undeniable advantage to Macy of "gentling" his way into my shoes.

We agreed that a fair price for the whole shooting match, tangibles and intangibles, was one year's gross: \$55,000. The highest appraisal we could get on the tangibles was one-fourth of this, or \$13,750. That left \$41,250 for the intangibles.

"It's a fair price," said Macy, "but I don't have the money. Nothing like that, anyway."

"You don't need any," I said.
"The practice will furnish you with the money. You'll be paying all the overhead, but you'll also be getting all collections. Take five years to pay for the tangibles. Give me one-sixtieth of the \$13,750 each month, paying it out of your earnings. That's \$230 a month.

"To pay me for the intangibles, hire me. I can afford to take the money in the form of salary over the next eight years because I have income from investments, rents, and other things. So the salary comes to \$430 a month. If I die before you've paid me the whole \$41,-250, you'll pay my wife a lesser amount for a fixed period, as compensation still due me for past services. If you die first, I repossess the practice."

"What will you do for your salary?" asked Macy's attorney. "We can't call it a salary and keep you out of tax trouble if you're not going to do anything."

"I'll work for my salary," I

Medical Economics, May 8, 1961

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CAUTION

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NeoDECA Ointment

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acute conjunctivitis before treatment

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truly soluble-for fast relief of inflammation

0.1% OPHTHALMIC SOLUTION

NeoDecadron®

DEXAMETHASONE 21-PHOSPHATE-NEOMYCIN SULFATE

INDICATIONS: Trauma — mechanical, chemical or thermal; inflammation of the conjunctiva, cornea, or uveal tract involving the anterior segment; allergy; blepharitis.

CAUTION: Steroid therapy should never be employed in the presence of tuberculosis or herpes simplex.

NeoDECADRON is also available as the ophthalmic ointment (.05%). Ointment and solution are available with dexamethasone 21-phosphate alone: DECADRON® Phosphate Ophthalmic Solution and DECADRON Phosphate Ophthalmic Ointment. unexcelled steroid activity in true solution for peak effectiveness
 maximal contact at the site of the lesion in superior patient comfort—no irritating particles in quick-acting, broad antimicrobial activity.

Additional information is available to physicians on request. NeoDECADRON and DECADRON are trademarks of Merck & Co., INC.



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4 days after treatment



2 objective indexes show that in coronary artery disease

the one nitrate for all with or without angina is Peritrate

Peritrate increases myocardial blood flow to the normal range and sustains it there¹...without significant change in cardiac output,¹ blood pressure² or pulse rate.³

 Johnson, P. C., and Sevelius, G.: J.A.M.A. 173:1231 (July 16) 1960.
 Winsor, T., and Humphreys, P.: Angiology 3:1 (Feb.) 1952.
 Plotz, M.: New York J. Med. 52:2012 (Aug. 15) 1952.

Full dosage information, available on request, should be consulted before initiating therapy.

Electrocardiograms, radioisotopic tracings and case histories on file in the Medical Department of Warner-Chilcott Laboratories.

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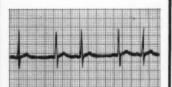
Electrocardiographic evidence:

Peritrate increases myocardial blood flow in a patient with angina*

The patient—tugboat captain, 57, with angina but no history of infarction. Blood pressure, 130/80. Normal sinus rhythm; ventricular rate, 72. Blood cholesterol, 344-583 mg./100 cc.



before Peritrate - S-T segment depressed after standard exercise.

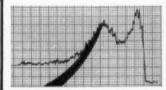


after Peritrate – (20 mg., given 4 hours before exercise test) S-T segment normal.

Radiocardiographic evidence:

Peritrate increases myocardial blood flow in a postcoronary patient without angina*

The patient – woman, 74, with 15-year history of hypertension. Posterior myocardial infarction in 1955. No angina. Before Peritrate: blood pressure, 210/110; pulse, 70. After Peritrate: blood pressure, 202/108; pulse, 68.



before Peritrate – Radioisotopic tracing shows myocardial blood flow (shaded area) after infarction reduced to 2.6% of cardiac output.



after Peritrate – (20 mg., given 2½ hours before study) myocardial blood flow increased to 5.9% of cardiac output.

For your complete set of "ECG Interpretations" write P.O. Box 36, Morris Plains, N. J.



basic therapy in coronary artery disease – with or without angina

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rand of pentaerythritol tetranitrate
makers of Tedral Gelusil Proloid Mandelamine

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said. "I'll taper off very gently. And even when I've become more or less inactive, I'll continue to support the practice. I'll sit in for Macy when he's on vacation or out sick. Don't you call that working for my pay?

"What's more," I continued, "my name will stay on the office door. It will stay on the letterheads and in the phone book. I'll continue to be active in all my professional societies and on the hospital staff. I'll keep up the practice prestige—everywhere, including the civic and country clubs I belong to. And I'll sign a covenant never to compete in any way with Macy, under penalty of damages we'll agree upon."

All this happened four years ago. The lawyers wrote up the papers. One year later, on schedule, Macy bought my practice and hired me on the terms I'd outlined.

For the past three years, I've

Reliable

PROFESSIONAL LIABILITY

with proficient defense that cuts the cost

48:00

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Professional Protection Exclusively since 1899

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scratch or not to scratch.

there is no question in allergic dermatoses

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rapid relief of itching, associated symptoms

POLARAMINE provides unexcelled antihistaminic effectiveness with minimal dosage for your patients with allergic dermatoses. Itching, inflammation quickly cease, exudation markedly diminishes and healing commences. Your patients look better, 'feel better because the rapid improvement you can expect with POLARAMINE helps resolve unsightly lesions and controls itching—puts an end to uncomfortable days and sleepless nights.

For daylong or nightlong control, POLARAMINE REPETABS*, 4 and 6 mg., afford prolonged relief, eliminate repeated taking of medication.

Also available as Tablets, 2 mg., and Syrup, 2 mg./5cc.

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When there's a pram in her future,

Soon she'll feel the first vague stirrings of new life. And, now, a glass of warm milk does seem to help. It reassures somehow. • But there's much more to it than soothing psychology, isn't there? For it is a time for steppedup calcium intake. Not to mention iron, and the other nutrients she'll draw on. • And this is when Pramilets are in order. Filmtab Pramilets give little mother a significant dosage of

phosphorus-free calcium. And, to its already comprehensive formula, Pramilets now adds more iron (easily-tolerated ferrous fumarate)... She'll more Vitamin C... more Vitamin B₆. New, improved formula and all, the Pramilets Rilmtab is as easy to swallow

Filmtab is as easy to swallow as ever. The size hasn't changed. Only the potency.

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Comprehensive vitamin-mineral support with just 1 Filmtab daily

Each Pramilets Filmtab represents:

Vitamin A (4000 units), 1.2 mg. (1 MDR*)
Vitamin D (400 units) 10 mcg. (1 MDR)
Thiamine Mononitrate 3 mg. (3 MDR)
Riboflavin 2 mg. (1% MDR)
Nicotinamide 10 mg. (1 MDR)
Ascorbic Acid (C) 60 mg. (2 MDR)
Pyridoxine Hydrochloride 3 mg.†
Cobalamin (Vit. B ₁₂) 3 mcg.
Calcium Pantothenate 1 mg.tt
Calcium Carbonate, U.S.P 625 mg. [Calcium 250 mg. (1/4 MDR)]

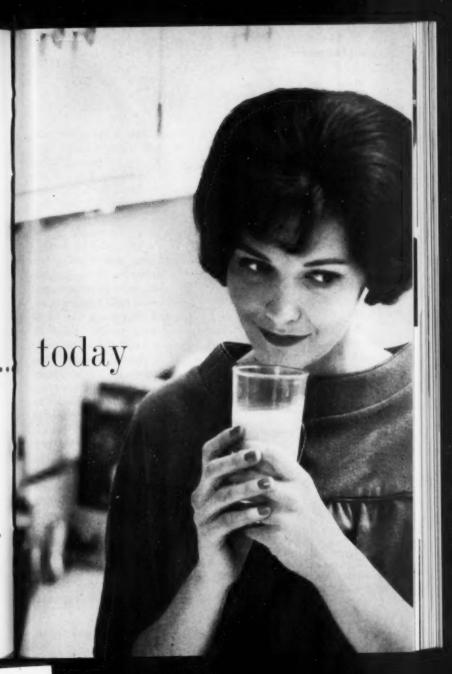
Ferrous Fumarate
Magnesium (as oxide) 0.15 mg.
Zinc (as oxide) 0.085 mg.++
Molybdenum (as ammonium molybdate) 0.2 mg.††
fodine (as calcium iodate) 0.1 mg. (1 MDR)
Copper (as chloride) 0.15 mg.

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TRECOMMENDED DAILY REQUIREMENT NOT ESTABLISHED
TSUPPLEMENTAL NEED IN HUMAN NUTRITION NOT ESTABLISHED
OFFLMMAR—FLM-SEALED TABLETS, ABBOTT.

ALSO NOW AVAILABLE: PRAMILETS-F (Rx ONLY) WITH FOLIC ACID



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been conditioning myself for total retirement. I began by working four days a week. Then, under the terms of the contract, I cut it to two full days and two half-days. After that, I dropped to four half-days. Right now, I go to the office only two half-days a week (Macy takes these half-days off). I work during his vacations, but I don't go all out to double the entries in the appointment book while he's away.

We've even stretched out my employment contract to make sure I get in enough "quarters of coverage" to give me full Social Security benefits when I finally take my name off the



shingle. This is one of the most attractive features about "hiring out" into retirement. When I turn 65, my wife and I will get more Social Security money in one year than I'll have contributed during the entire eight years of my coverage!

How's the practice getting along? Just fine. I see a few old patients regularly-personal friends, some physicians, and members of their families. I see the few who asked not to be transferred to Dr. Anderson. I see no new patients except at Macy's special request, and then I see them with him. Macy consults me when he runs into clinical problems where he thinks my experience might be helpful, or whenever a patient seems unhappy about his progress or treatment. All the money goes to Macy, of course.

How does Macy feel about our "deal"? He's happy. The practice grosses more than it ever did, and he's netting a much better return than he could have hoped for by building a practice the hard way.

How do I get along without the practice? I've never felt betP

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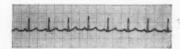
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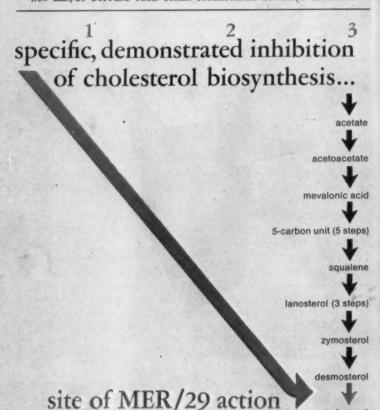
Perhaps they do . . . if you consider their "tools" to be only soldering irons, spare components, milliammeters and the like. But what about their training, experience, and personal interest in your satisfaction?

The men who service Sanborn electrocardiographs are qualified technicians — highly skilled and experienced in medical electronics. Their training and experience are important; but important, too, is their direct, personal interest in providing every Sanborn owner with competent, prompt, responsible service.

It's a "service tool" well worth remembering the next time you buy an electrocardiograph.



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- 1. The primary, the *only* known action of MER/29 is to lower the total body pool of sterols (serum and tissue); no effect on any other system or organ reported to date.
- 2. "Using each patient as his own control, the peak *total* sterol radioactivity after injection of mevalonic acid-2-C¹⁴ was compared on and off MER/29. As much as a 50 per cent inhibition on MER/29 was observed in some patients."

 —Steinberg, D.; Avigan, J., and Feigelson, E. B.: Circulation 22:663 (Oct.) 1960.
- 3. "Studies of lipid metabolism have stressed the importance of cholesterol biosynthesis, as opposed to cholesterol intake, in determining cholesterol balance."

 -National Heart Institute: Diet, Hormones, and Atherosclerosis..., Bethesda, Md., U.S. National Institutes of Health, 1958.

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...leading to specific, demonstrated advantages in cholesterol-lowering therapy particularly in patients with coronary artery

disease, generalized atherosclerosis, and other conditions thought to be associated with abnormal cholesterol metabolism

MER/29 REDUCES CHOLESTEROL IN AS MANY AS 8 OUT OF 10 PATIENTS: MER/29 reduces both serum and tissue cholesterol without strict adherence to diet. Although some physicians prefer to use MER/29 in conjunction with controlled diets, cholesterol can be reduced successfully without such limitation.

CONCURRENT BENEFITS REPORTED IN SOME PATIENTS: In patients with coronary artery disease, some of the concurrent benefits reported include decreased incidence and severity of anginal attacks, improved ECG patterns, diminished nitroglycerin dependence, and increased sense of well-being.

MER/29 HAS PRODUCED FEW SIDE EFFECTS, NO TOXICITY: Patients have been treated with MER/29 for continuous periods up to 19 months. In no case has there been evidence of serious toxic effects on the function of any vital organ or system. Side effects (nausea, headache, dermatitis) are rare and have usually been associated with dosages greater than those recommended for effective therapy.

MER/29 is compatible with other cardiovascular therapies. It can be used along with measures which control anxiety, hypertension, obesity and other conditions associated with cardiovascular disorders. These include nitroglycerin, PETN, and anticoagulants.

CAUTION: Since long-term MER/29 therapy may be necessary, periodic examinations, including liver function tests, are desirable. Also, since MER/29 inhibits cholesterol biosynthesis, and cholesterol plays an important role in the development of the fetus, the drug is contraindicated in pregnancy.

DOSAGE: One 250 mg. capsule daily, before breakfast.

SUPPLIED: Bottles of 30 pearl gray capsules.

Complete bibliography and product information available on request.

MER/29



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ter. I've never been more interested in the world around me. My wife and I travel quite a bit. I have a cocktail before lunch. And I've become an omnivorous reader, discovering something I'd forgotten: Many interesting things are published that never get into medical books and journals.

So far, my retirement plan promises to be a success in every way. I'll be sorry when the time comes for Macy to fire me. But I'll go quietly-with my final paycheck. END

Special delivery

Shortly after I set up practice in my native Iran, a young woman rushed into my office fearing she was about to miscarry. Though she appeared to be in her fifth month of pregnancy, she was a victim of pseudocyesis. She also had uterine aplegia, and when I told her she would never have a baby, she burst into tears. Her marriage would be ruined if her husband ever found out, she sobbed. As I tried to calm her, I hit on an idea-one that would be impossible here, but merely unorthodox in Iran. Swearing my patient to secrecy, I suggested: "Just go on as if you were pregnant, padding your abdomen from time to time. When you get a message from me, you can complain of labor pains and come to my office." She carried it off perfectly. At the appointed time, she arrived with her family, and I rushed her into my operating room. There I had hidden an eight-hour-old foundling brought from a near-by hospital. Half an hour later, I carried the infant out to the anteroom. The father's joy as he gazed at his "first-born" son was all I needed to convince me my act of mercy had been worth while .- P. Pishvazadeh, M.D.

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Medical Economics, May 8, 1961

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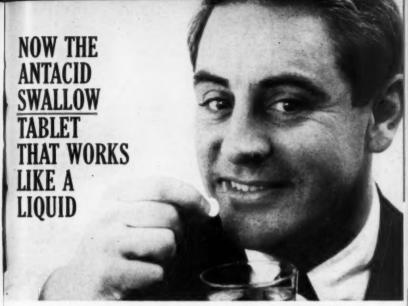
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A COMPLETELY NEW CHEMICAL ENTITY

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A TRUE BUFFER-ANTACID SWALLOW TABLETS & SUSPENSION

THE **NON-CHEW** TABLET
THAT WORKS LIKE A **LIQUID**IN SPEED OF ACTION AND
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m works as <u>fast</u> as a liquid ...adjusts pH to the safe 3.5-5.5 therapeutic range within seconds

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LIQUID ACTION WITH TABLET

Now for the first time, your patients can enjoy liquid affectiveness with tablet convenience—and because "RIOPAN" is a swallow tablet, there is no taste fatigue ...nor have side effects been a problem: no alkalinization—no acid rebound—no constipation—no diarrhes.

THE PHARMACOLOGIC BASIS FOR "RIOPAN" EFFECTIVENESS

"RIOPAN" is an entirely new chemical entity in which two agents with well established antacid properties — magnesium and aluminum hydroxides—are united in a single molecule by a patented process (U. S. Pat. 2,923,660). This chemical union makes possible a small, wafer-thin tablet that acts within seconds, providing therapeutic pH adjustment almost immediately.

Dosage: 1 or 2 tablets swallowed with water as required, or 1 or 2 teaspoonfuls of suspension with water as required; preferably between meals and at bedtime. A NEW ADVANCE IN LIQUIDS, TOO...

"RIOPAN" SUSPENSION

"RIOPAN" Suspension offers a welcome taste change—refreshingly cool, clean mint flavor with no aftertaste and predictable buffering action, almost immediately providing a uniform, physiologic pH range in both large and small amounts of HCI, even with varying dosage.

Supplied: "RIOPAN" Tablets, No. 790 — Each tablet contains 400 mg. Monalium hydrate (hydrated magnesium aluminate). Packages of 60 and 500 in individual film strips of 10 tablets.

"RIOPAN" Suspension, No. 906

- Each teaspoonful contains
400 mg. Monalium hydrate
(hydrated magnesium aluminate). Bottles of 12 fluidounces.

NOTE: In peptic ulcer, and whenever continuous control of acidity is desired, many clinicians prefer to give antacid medication at hourly intervals throughout the day.



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Your associates

If these M.D.s act 'crazy' it's because there are so many

In case you've ever wondered why it sometimes seems as though many New York physicians are ready to participate in any health plan that comes along, regardless of fees and controls, there's one simple explanation: Manhattan has so many doctors!

The density of this city's M.D. population isn't reflected in the latest Health, Education, and Welfare Department statistics, which are based on entire metropolitan areas. These figures show the Boston-Lowell-Lawrence region in the lead with 207 physicians per 100,000 people. The Government figures show the New York-Northeastern New Jersey metropolitan area trailing with 189 doctors per 100,000.

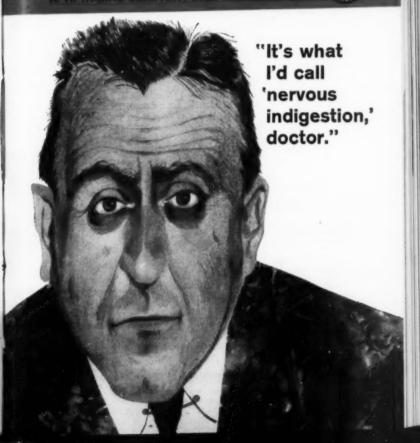
But, says New York Medicine, official publication of the New York County (Manhattan) Medical Society, the Borough of Manhattan alone boasts 400 doctors per 100,000—or one physician for each 250 persons. Does this help to explain why—judged by the standards of

Medical Economics, May 8, 1961

Donnazyme

For a layman, his self-diagnosis is surprisingly accurate. When your examination shows that "nervous indigestion" really means functional GI spasm and digestive enzyme deficiencies in a tense person, Donnazyme affords specific medication. It provides the multiple actions of Donnatal® and Entozyme® in a specially constructed tablet. In the gastric-soluble outer layer, hyoscyamine sulfate, 0.0518 mg.; atropine sulfate, 0.0097 mg.; hyoscine hydrobromide, 0.0033 mg.; phenobarbital (½ gr.), 8.1 mg.; and pepsin, NF, 150 mg. In the enteric-coated core: pancreatin, NF, 300 mg., and bile salts, 150 mg. Two tablets t.i.d., or as necessary.

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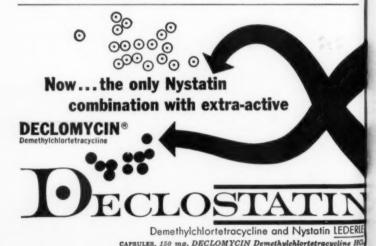
of

medical societies in other cities
—Manhattan physicians often
appear to be somewhat "crazy"
in economic matters?

"Headaches in the economics of medicine are closely related to the availability of physicians," the New York publication observes. Manhattan has so many physicians, it adds, that some of them will render medical service for almost any price, however small. "Anyone can create almost any kind of

system of practicing medicine and of paying for it if he can find doctors who will accept the fees prescribed and the controls . . .

"This [factor may explain] why there is such a multiplicity of health plans in New York County . . . If and when the doctor-patient ratio for the rest of the nation approaches what it is in Manhattan, doctors in other cities may likewise act 'crazy.'" END



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Medical Economics, May 8, 1961

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SAFE FOR TODAY'S MEDICATIONS...AND TOMORROW'S

NO CAUTION LABEL NEEDED—Use it with any injectable medication... there is no danger of solvent action on the barrel. SAFE—B-D Control guarantees sterility, nontoxicity, non-pyrogenicity. ECONOMICAL—Disposability eliminates time-consuming, pre-use preparation. PRECISE—Exclusive tip design reduces medication loss.



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Male, Age 62,
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eczematoid
dermatitis,
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RX CELESTONE
tablets and
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(betamethasone) Tablets 0.6 mg.

flammatory steroid from Schering

Clinical worth: CELESTONE provides greatly enhanced antiallergic and antiinflammatory effects with significantly lower mg. dosages. Discernible sodium and water retention or excessive potassium excretion have not been reported during therapy of: • bronchial asthma

pollenosis (severe hay fever)
 inflammatory eye diseases

allergic/inflammatory dermatoses

Exceptional utility: From simple dermatoses to life-threatening conditions, the unexcelled anti-inflammatory effect of Celestone provides rapid clinical remission with average daily dosages ranging from 2 to 8 tablets.

Ease of use: CELESTONE has simple-to-follow dosage schedules based on a single tablet strength, 0.6 mg. Patients may be switched easily from other corticosteroids to CELESTONE with proper dosage adjustments.

Safety-speed factor: CELESTONE is particularly valuable for short-term therapy of acute inflammatory episodes because inflammation is resolved quickly, thus helping

to avoid certain corticoid side effects such as: • anorexia

· weight loss • sodium and water retention • severe headache

potassium excretion

· vertigo

muscle weakness

Improved response: Celestone also offers the advantage of providing an opportunity to restore "lost" or diminished control in patients receiving other steroids.

For complete details, consult latest Schering literature available from your Schering Representative or Medical Services Dept., Schering Corporation, Bloomfield, N. J.

Bibliography: 1. Goldman, L.: Investigation of a New Steroid in Dermatology, Paper presented at First Conference on the Clinical Application of Betamethasone: A New Corticosteroid, New York City, May 8, 1961. 2. Nierman, M.: The Jean Stambasone: A New Corticosteroid, New York (S., Gant, J. Q., and Gould, A. H.: Betamethasone: A clinical Stambasone, In Dermatology, Ibid. 5, 1961. 2. The Plant. L.: The Plant. of Betamethasone in Dermatologic Practice. *Ibid.* 5. Hampton, S. F.: Betamethasone—A New Steroid in Allergy: A Preliminary Report. *Ibid.* 6. Bukantz, S. C.: Observations on the Use of Betamethasone in the Intractable Asthmatic Child. *Ibid.* 7. Bedell, H.: A New Systemic Steroid in the Treatment of Allergies in Office Practice. *Ibid.* 8. Schwartz, E.: Clinical Evaluation of Betamethasone in Chronic Intractable Bronchial Asthma. *Ibid.* 9. Kammerer, W. H.: Observations on the Effects of Betamethasone in Rheumatoid Arthritis. *Ibid.* 10. Cohen. A., and Goldman, J.: Management of Rheumatoid Arthritis with a New Steroid. *Ibid.* 11. Gordon, D. M.: Betamethasone -A New Corticosteroid in Ophthalmology. Ibid. 12. Abrahamson, I. A., Jr.: A Clinical Evaluation of Betamethasone. Ibid.

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- suppresses gastric acid secretion at the parietal cell level
- decreases gastrointestinal spasm and hypermotility

NACTON³... Has been shown to suppress gastric acid secretion for as long as 8 to 9 hours.¹ "...reduces the total output of gastric HCl by about 60%." Decreases hypermotility of stomach and bowel.³⁻⁷ Aids healing of peptic ulcer.⁸ Unusually low incidence of side effects.^{1,3,9}



Available as: Tablets Nacton 4 mg.

References:

A. Douthwaite, A. H., and Hunt, J. N.: Effect of "Nacton" in Patients with Duodenal Ulcer, Brit. Med. J. 1:1030-1034 (May 3) 1958. 2. Douthwaite, A. H.: The Development of the Treatment of Duodenal Ulcer, Proc. Roy. Soc. Med. 51:1053-1088 (Dec.) 1958. 3. Steigmann, F.: The Problems of Side Effects in Anticholinergic Therapy, to be published. 4. Grossmann, M. I., and Tuttle, S. G.: Clinical Report to McNeil Laboratories. 5. Texter, E. C.: Clinical Report to McNeil Laboratories. 6. Cayer, D., and co-workers: Clinical Report to McNeil Laboratories. 7. Lorber, S. H.: Clinical Report to McNeil Laboratories. 8. Walker, 6. F.: Therapeutics; Gastric Scadatives, Brit. J. Clin. Proc. 1:5:352 (May 59. 9. Douthwain, A. H., Hunt, J. N., and MacDonald, I.: A Long-Acting Inhibitor of Gastric Secretion, Brit. Med. J. 2:275-276 (Aug. 3) 1957.

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Financial briefs

Medical Economics, May 8, 1961

YOUR MORTGAGE COSTS can probably be cut now if you arranged the loan several years ago, when interest rates were higher. Refinancing might easily reduce your rate a full percentage point. (A drop of half a point could be enough to offset your refinancing costs.)

MADE A TAX MISTAKE on your 1960 return? If so, better file an amended return on Form 1040 right away. You're allowed until April 17, 1964, to do so, but a correction now will cut short any interest charges—or speed your refund.

DON'T EXPECT PROFITS to follow immediately when a stock of yours is first listed on the New York Stock Exchange. Of fifty-five newcomers during 1960, sixteen fell or were unchanged in price by April 1, 1961. (Biggest gains: Vendo Co., 270 per cent; American Photocopy, 146 per cent; American Hospital Supply, 139 per cent.)

BORED WITH HIGHWAY DRIVING? Maybe you need Amphicar, a new four-passenger import that you can drive on water as well as on land. Price: \$3,305, with navigation lights.

IF YOU PAY FOR MEDICAL RECORDS when buying a practice, they may be depreciable, a recent tax

... Financial briefs

case suggests. A Texas physician paid \$25,000 for 5,000 OB charts, then depreciated them over five years. A Federal district court approved his deduction over I.R.S. protests. Its chief reasons: The records had a limited useful life, and their value had been set in the contract.

ARE YOU INSURED FOR AUTO LIABILITY to the limit your company will allow? Maybe you should be—with recent court awards topping \$400,000. Bodily-injury limits of \$300,000/\$300,000 will cost you only 60 per cent more than the basic \$5,000/\$10,000 coverage.

FASTEST-GROWING MUTUAL FUNDS from Jan. 1 to Mar. 1 were Imperial (up 26 per cent), Value Line Special (up 23 per cent), Fidelity Capital (up 20 per cent), and Florida Mutual (up 19 per cent). A tabulation by Fundscope magazine shows that 212 funds gained an average of 12 per cent during the two months, while the Dow-Jones industrial stocks gained 9 per cent.

YOU CAN STOP COLLECTING RECEIPTS to prove the tax-deductibility of small professional expenses. I.R.S. Commissioner Caplin told this magazine: "In my law practice, I kept a simple expense diary. I've had a tax audit, and those diary entries told all that was needed."

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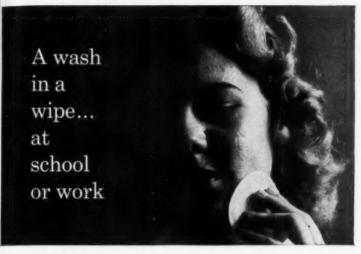
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Medical Economics, May 8, 1961



NEW Therapads quickly cleanse the skin when washing is inconvenient

THERAPADS for daytin skin care in acree

for daytime

Therapads are soft cotton flannel discs impregnated with ethyl alcohol (50%) and salacylic acid (11/2%). In acne or seborrhea, Therapads effectively remove excess sebaceous film and, at the same time, exert a mild drying, astringent and keratolytic effect on

Extensive clinical evaluations reveal high patient acceptance of THERAPADS because they are a simple, rational, therapeutic aid, solving the daytir at work or in school.

A plastic case, included with each jar, holds a daily supply of THERAPADS . . . can be easily slipped into purse or pocket.

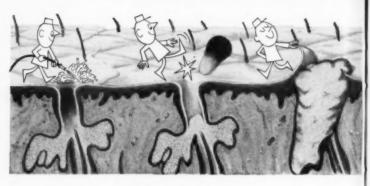
Therapads are available at busy prescription pharmacies in jars of 40 with carrying case.



PHARMACEUTICAL COMPANY Minneapolis 16, Minnesota In Canada: Winley-Morris Co., Montreal

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Fostex treats pimples blackheads acne while they wash

degreases the skin helps remove blackheads dries and peels the skin

Patients like Fostex because it's so easy to use. Instead of using soap, they simply wash acne skin with Fostex Cream or Fostex Cake 2 to 4 times daily.

Fostex contains: Sebulytic base (unique, penetrating, surface-active combination of soapless cleansers and wetting agents?) with remarkable antiseborrheic, keratolytic and antibacterial actions . . enhanced by micro-pulverized sulfur 2%, salicylic acid 2% and hexachlorophene 1%.

*sodium lauryl sulfoacetate, sodium alkyl aryl polyether sulfonate and sodium dioctyl sulfosuccinate.

Fostex Cream and Fostex Cake are interchangeable for therapeutic washing of the skin. Fostex Cream is approximately wice as drying as Fostex Cake. Supplied: Fostex Cake—bar form. Fostex Cream—4.5 oz. jars. Also used as a therapeutic shampoo in dandruff and oily scalp.

And . . . since continuous 24-hour drying and peeling of acne skin is essential, FOSTRIL (a new, flesh-tinted drying lotion) should be used once or twice daily in addition to Fostex therapeutic washings. Fostril* contains Liposec* (polyoxyethylene lauryl ether), a new, surface-active drying agent used for the first time in acne treatment. This agent, with 2% micropulverized sulfur and a zinc oxide, talc and bentonite base, provides Fostril with excellent drying properties. Fostril also contains 1% hexachlorophene. Available: Fostril, 1% oz. tubes. Fostril-HC (%% hydrocortisone) 25 gm. tubes.

WESTWOOD PHARMACEUTICALS

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Ribicoff gives you his Federal-medicine forecast

"I don't think that the health insurance program for the aged should or will be extended to include physicians' services."

That's the firm prediction of Secretary of Health, Education, and Welfare Abraham Ribicoff. It's one of the things he recently told MEDICAL ECONOMICS Reporter Carl Soresi about President Kennedy's bill to provide health care for the aged through Social Security. Secretary Ribicoff also made it clear that "it's only a matter of time—and a shorter time with each passing day—before this bill becomes law."

The following verbatim re-

H.E.W. Secretary A. A. Ribicoff doesn't believe Kennedy's health-care-for-the-aged plan will kill the Kerr-Mills Act.



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Prescribe Dr. Scholl's Arch Supports in cases requiring mechanical relief from Foot Arch Trouble of any kind.
The patient will be properly fitted
and the Supports adjusted as the condition of the foot warrants, at no extra cost. This nation-wide service is available at many leading Shoe and Dept. Stores and at Dr. Scholl's Foot Comfort® Shops in principal cities.



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Clinically tested, safe and effective RIASOL offers maximum assurance against recurrence and adverse reactions. RIASOL contains 0.45% Mercury chemically combined with soaps, 0.5% Phenol, and 0.75% Cresol. Available at pharmacies or direct in 4 and 8 fluid number. Write for professional sample and literature.

SHIELD Laboratories Dept. 109

12850 Mansfield Avenue . Detroit 27, Michigan

... Your politics

port of this exclusive interview provides an insight into the philosophy of the backers of Government-financed health in the rel care for the aged.

Q. The Administration's health program for the aged provides hospital and nursinghome benefits but not medicalsurgical benefits. Will doctors' services be included later?

A. The heaviest financial burden for medical care falls on den for medical care lans on the Medical aged persons requiring hospital care. Thus we have felt that relief from the major costs of hospital care was the proper point of concentration. I don't think that the health insurance program for the aged should or will be extended to include physicians' services.

Q. How soon could your Department start such a health program, assuming its enactment this spring?

A. The Administration-sponsored bill provides that hospital benefits and home health benefits would begin October 1. 1962, and that skilled nursing home benefits would start July and 100. 1. 1963. We are certain we could stapped the have the program operating by

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De Upjohn C

Medical Economics, May 8, 1961

135 tiny doses mean smoother steroid therapy...

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Slow Release



Absorption



pH 7.5

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Sustained Action

edrol (methylprednisolone) . . . 4 mg. ng pplied in bottles of 30 uly id 100. edrol hits the disease,



De Upjohn Company, Kalamazoo, Michigan

in acute allergic disorders:

Judged to be "a nearly ideal formulation," Medrol Medules gave good to excellent results in 25 of 28 children with various acute allergic disorders. "There were no serious side effects and minor complaints were reported in only two patients." The author also found that "there is a definite advantage for Medrol Medules inasmuch as much smaller doses seem able to produce full clinical relief...."

Indications and effects Medrol benefits (anti-inflammatory antiallergic, antirheumatic, anti-leukemic, antihemolytic) have been

demonstrated in acute rheumatic car-ditis, rheumatoid arthritis, asthma, hay fever and allergic disorders, dermatoses, blood dyscrasias, and ocular inflammatory disease involving the posterior

Precautions and contraindications Because of Medrol's high therapeutic ratio, patients usually experience dra-

matic relief without developing such possible steroid side effects as gastro-intestinal intolerance, weight gain or weight loss, edema, hypertension, acne,

or emotional imbalance.

As in all corticotherapy, however, there are certain cautions to be ob-served. The presence of diabetes, osteoporosis, chronic psychotic reactions, predisposition to thrombophlebitis, hypertension, congestive heart failure, renal insufficiency, or active tubercu-losis necessitates careful control in the use of steroids. Like all corticosteroids, Medrol is contraindicated in patients with arrested tuberculosis, peptic ulcer, acute psychoses, Cushing's syndrome, herpes simplex keratitis, vaccinia, or varicella.

Dugger, J. A.: J. Michigan M. Soc., 59:1812 (Dec.) 1960.

Medrol*



173

these dates if the legislation is passed this session.

Q. The conservatives in Congress voted down Mr. Kennedy's health program for the aged last summer. Do you see any signs that their sentiments have changed since then?

A. A major factor in the program's defeat last summer was the threat of a potential Presidential veto. I am hopeful that, with strong Presidential support, the bill will be passed in

the current session of Congress.

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for

Q. What will happen to the Kerr-Mills idea of Federal-state aid if the new plan goes through? Would an elderly patient still be eligible for Kerr-Mills payments—for doctors' bills, for instance—if he were covered by the Social Security program?

A. The Kerr-Mills program of medical assistance for the aged will still be needed to provide care for those not eligible

test for protein and glucose in urine

Uristix
Reagent Strips

1 dip... 10 seconds... 2 results

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colorimetric "dip-and-read" combination

longer-acting, fewer injections for fetal salvage with no androgenic effect

DELALUTIN

Squibb Hydroxyprogesterone Caproate

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Long-acting Progestational Therapy

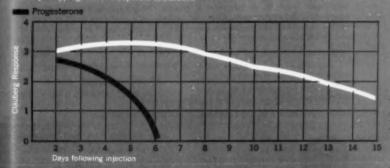
Delalutin offers these advantages over other progestational agents: Significantly improved rate of fetal salvage¹⁻³

■ No virilizing effect on female fetus or mother ■ High, sustained hormonal level in the uterine muscle and mucosa⁴—high enough even to replace an excised corpus luteum⁵

Absence of local tissue reactions³.

Comperative effect of single subcutaneous injection of Delalutin and progesterone on the progestational changes [Clauber Test] in the rabbit uterus. Borman, A.: Laboratory Report on the Duration of Action of 17-Aipha-Hydroxy-progesterone-n-Caproate (Delalutin). The Squibb Institute for Medical Research, May 17, 1965.

Hydroxyprogesterone Caproate (Delalutin)



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Complete Information on administration and decape is supplied in the



Squibb Quality-the Priceless Ingredies

Vertigo is reversible

Antivert STOPS VERTIGO



moderate to complete relief of symptoms in 9 out of 10 patients¹

Prescribe one ANTIVERT tablet (or 1-2 teaspoonfuls ANTIVERT syrup) 3 times daily, before each meal, for prompt relief of vertigo, Meniere's syndrome and allied disorders. Side effects are short-lived, usually only harmless flushing and tingling associated with vasodilation. ANTIVERT is contraindicated in severe hypotension and hemorrhage.

SUPPLIED: Small blue-and-white scored tablets (meclizine HCl 12.5 mg. and nicotinic acid 50 mg.) in bottles of 100. Syrup in pint bottles. Prescription only. Bibliography available on request.

And for your aging patients -

NEOBON® Capsules: five-factor geriatric supplement.

Reference: 1. Scal, J. C.: Eye Ear Nose & Throat Month. 38:738 (Sept.) 1959.



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Antivert syrup

Each teaspoonful (5 cc.) contains 6.25 mg. meclizine HCl and 25 mg. nicotinic acid.

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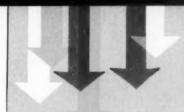
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for health insurance, and to augment the new health program's benefits for those who are unable to meet their other medical expenses. We would expect that these state programs will still help pay the other medical bills of social insurance beneficiaries who cannot meet such costs. The states and localities will be better able to cover these other costs if they are relieved of the burden of hospital costs for most aged persons.

Q. The Administration has estimated that in the early years of its proposed health program for the aged, "benefit payments would amount to slightly more than \$1 billion a year." Isn't it likely that costs might soon run much higher than estimated, as in Britain? What do you estimate the program will cost after the early years?

A. The annual dollar cost of the Administration program will continue to rise as a larger proportion of the aged qualifies for benefits, but not necessarily faster than the total output of our economy. It's

Medical Economics, May 8, 1961



Gentle Gentle Zymenol for constipation

The original sugar-free emulsion with Brewers Yeast Regular

New Chocolate Flavor

Free of irritant peristaltic stimulants, ZYMENOL is safe for all your patients — geriatric to pediatric — because ZYMENOL is effective without catharsis, griping or watery stools. Contains brewers yeast to promote the growth of normal bowel flora usually deficient in constitution.

IN PREGNANCY AND CARDIAC PATIENTS:

Keeps staal soft for easy passage, safely relieves distress and discomfort without danger of straining.

AFTERSURGERY, EYMENOL helps to promote the growth of normal bowel flora in post-operative patients while assuring easy bowel movements.

IN HEMORRHOID CONDITIONS Keeps stool soft for easy "unhurried" passage with minimal pain or strain.

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true that expenditures under the British National Health Service have increased, but they now represent a lower proportion of that country's national income than when the program started.

Q. Our hospitals are already crowded. Do you feel they can handle the additional patient-loads this new program may bring? Do you contemplate additional Federal aid for more hospital construction?

A. The program will, of course, result in some increased utilization of hospital facilities. But the current and urgent need is for expansion in the number of nursing-home beds for the aged rather than hospitals for the aged. The President has submitted legislation to the Congress that would double the authorization for the construction of these facilities. These nursing homes are urgently needed regardless of the method



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UNSURPASSED "GENERAL-PURPOSE" STEROID OUTSTANDING FOR "SPECIAL-PURPOSE THERAPY"

ARISTOCORT Triamcinolone has long since proved its unsurpassed efficacy and relative safety in treating allergic respiratory disorders, including bronchial asthma. Clinical evidence has now shown that ARISTOCORT is also highly valuable for "special-problem" patients — asthmatic and others — who, because of certain complications, were hitherto considered poor candidates for corticosteroids.

for example:

PATIENTS WITH IMPENDING CARDIAC DECOMPENSATION

In contrast to most of its congeners, ARISTOCORT is not contraindicated when edema is present or when cardiac decompensation impends.

PATIENTS WITH EMOTIONAL AND NERVOUS DISORDERS

Triamcinolone did not produce psychic disturbances or insomnia.2

PATIENTS WHOSE APPETITES SHOULD NOT BE STIMULATED

Among patients treated with ARISTOCORT, there was less appetite stimulation, especially in those who had previously gained weight on long-term therapy with other steroids.³

PATIENTS WITH HYPERTENSION

There was no blood pressure increase in any patient treated for bronchial asthma, and in some, blood pressure fell. Of these, three had been hypertensive.

References: 1. McGavack, T. H.; Kao, K. Y. T.; Leake, D. A.; Bauer, H. G., and Berger, H. E.; Am. J. M. Sc. 236:720 (Dec.) 1958. 2. McGavack, T. H.: Nebraska M. J. 44:377 (Aug.) 1959. 3. Friedlaender, S., and Friedlaender, A. S.: Antibiotic Med. & Clin. Ther. 5:315 (May) 1958. 4. Sherwood, H., and Cooke, R. A.: J. Allergy 28:97 (March) 1957.

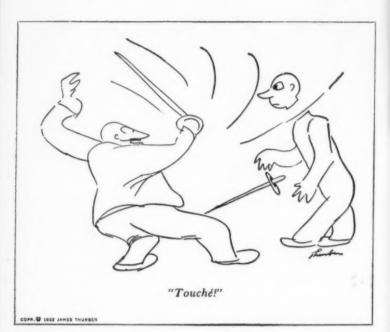
Precautions: Collateral hormonal effects generally associated with corticosteroids may be induced. These include Cushingoid manifestations and muscle weakness. However, sodium and potassium retention, edema, weight gain, psychic aberration and hypertension are exceedingly rare. In the treatment of allergic respiratory disorders, dosage should be individualized and kept at the lowest level needed to control symptoms. Dosage should not exceed 36 mg. daily without potassium supplementation. Drug should not be withdrawn abruptly. Contraindicated in herpes simplex and chicken pox.

Supplied: Scored tablets—1 mg. (yellow); 2 mg. (pink); 4 mg. (white); 16 mg. (white), Also available—syrup, parenteral and various topical forms.



Request complete information on indications, dosage, precautions and contraindications from your Lederle representative or write to Medical Advisory Department.

LEDERLE LABORATORIES, A Division of AMERICAN CYANAMID COMPANY, Pearl River, N.Y.



For a better way to treat headache, prescribe **Trancoprin**®

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It's to propation get his Transcrelaxe and r dims

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It's good medical economics to prescribe Trancoprin for a patient in pain, because it will get him back on the job fast. Trancoprin is the analgesic that relaxes skeletal muscle spasm and reduces tension while it dims pain perception. It has proved to be effective against many different kinds of pain.

Trancoprin is available in white tablets containing 300 mg, of aspirin and 50 mg, of Trancopal® (brand of chlormezanone).

Dosage: Adults, 2 tablets three or four times daily; children (5 to 12 years) from 50 to 100 mg. three or four times daily.

Winthrop LABORATORIES
New York 18, N.Y.

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Medical Economics, May 8, 1961

... Your politics

under which care in them is financed.

Q. If a Social Security patient can't pay the \$90 deductible on a hospital bill, who will pay it for him?

A. There are a number of ways the deductible of \$10 a day for nine days may be met. It may be met by the patient's family or through private health insurance; or, in more needy cases, the public assistance program can pay this portion of the cost. The Kerr-Mills program may also be available to pay the deductible for those who have no other way to pay it.

Q. Under the Administration's health program, benefits are limited to people 65 or older. The same age limit formerly existed for disability benefits under Social Security, but then that limit was lowered and finally removed. Isn't this likely to happen under the Administration's health program? Do you feel the program could or should be expanded eventually to provide benefits to people of every age?

A. I don't believe the disability insurance program can be

to combat the three-pronged assault of urinary tract infections

-bacteriuria-tissue infection-discomfort

COSA-TERRAMYCIN -- SULFONAMIDE -- ANALGESIC

Only UROBIOTIC contains: OXYTETRACYCLINE (with glucosamine for enhanced absorption) - notable for its wide tissue distribution, high urinary concentration, excellent toleration and proven antibiotic effectiveness against even so troublesome an invader as Pseudomonas; SULFAMETHI-ZOLE - an unusually soluble, highly active sulfonamide; PHENYLAZO-DIAMINO-PYRIDINE - for effective local analgesia.

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NGREDI contains racyclin HC1, 250 phenyla

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MGREDIENTS: Each Urobiotic capsule contains 125 mg. Terramycin⊕ (oxytetracycline) with 125 mg. glucosamine HCl, 250 mg. sulfamethizole, and 50 mg. phenylazo-diamino-pyridine HCl.

INDICATIONS: Urobiotic is indicated in the treatment of a number of common genitourinary infections caused by susceptible organisms. It may also be used prophylactically before and after genitourinary or pelvic surgery, following instrumentation procedures, during the use of retention catheters, and in patients with conditions such as cord bladder or cystocele.

DOSAGE: In adults, a dose of 1 or 2 capsules four times daily is suggested, depending upon the severity and response of the infection. In children 60 to 100 lbs., the suggested average dose is 1 capsule four times daily; in children under 60 lbs., 1 capsule three times daily. Therapy should be continued for a minimum of 7 days or until bacteriologic cure is effected in acute urinary tract infections.

CONTRAINDICATIONS: Urobiotic may be contraindicated in patients with chronic glomerulonephritis, hepatitis, hepatic failure, uremia, and obstructive lesions of the urinary tract, and should not be used in patients sensitive to any of its components.

PRECAUTIONS: The use of broad-spectrum antibiotics may, in rare cases, result in an overgrowth of nonsusceptible organisms, such as monilia or staphylococci. Should such superinfection occur, therapy with Urobiotic should be discontinued and specific therapy instituted as shown by susceptibility testing. The use of sulfonamides may cause renal crystalluria or skin rash, as well as other toxic or sensitivity reactions. If any of these occur, discontinue use.

SUPPLIED: Urobiotic capsules, yellowand-grey, bottles of 50.

More detailed professional information available on request.

Medical Economics, May 8, 1961

viewed as a precedent. The requirement that a person be at least 50 years old to qualify for it was adopted in order to place an arbitrary limit on the program's size until experience in its operation and costs was available. Health insurance for the aged under Social Security is essentially an additional retirement benefit. It is also a means whereby private insurance, no longer burdened by the

ROVING EDITOR

Physician wanted in New York City area to serve as roving editor for a group of national magazines. Must be free to travel. Position may be on fulltime, part-time, or project basis. G.P. or internist with editorial experience preferred. Pay commensurate with ability.

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high-cost age group, will be able to meet more adequately the needs of the general population.

At the same time there are other aspects of medical care in which more Federal financial support is clearly warranted. The President has recommended, for instance, increased funds for our child health programs, help to communities in improving the organization of their health services, and aid for medical education. We are

studying the need for measures to increase the number of nurses and other health personnel. to improve the quality of care in our public mental hospitals. and to accelerate research. It is on health problems such as these that I think we should concentrate in addition to the basic program of health insurance for aged persons.

Q. Self-employed M.D.s are just about the only occupational group now excluded from the

Here are three good reasons why you should write "Raudixin" in the treatment of high blood pressure:



1. Biological assay measures the ability to produce ptosis in the mouse in comparison with a reference standard.



2. Biological assay measures the ability to counteract the pressor effect of standard doses of epinephrine in the dog.



3. Every Raudixin tab let to reach your patient meets the high Squibb standards for effective ness, potency and uniformity.

For full informati see your Squibb Product Reference

Squibb Standardized Whole Root Rauwolfia Serpentina

Supply: 50 and 100 mg. tablets.

'Raudixin'@ is a Squibb trademark.

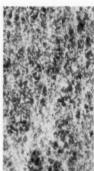
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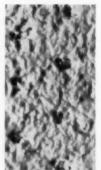
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Medical Economics, May 8, 1961



EW "SCOTCH" BRAND SURGICAL TAPE

Macrophoto of "SCOTCH" Surgical Tape shows exclusive microporous structure of the physiologically inert adhesive and non-woven backing. Air passes through the tape freely - perspiration and exudates evaporate rapidly.



PERFORATED ADHESIVE TAPE

In contrast, conventional, nonporous tape has a thick layer of adhesive which forms an occlusive barrier that plugs the widely spaced perforations, entraps hairs and contains potentially irritating natural rubbers and resins.

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Over three years in development, "SCOTCH" Brand Surgical Tape dramatically answers the traditional problems of ordinary adhesive tape, as established by clinical test in more than 1000 cases. (Golden, T., A Non-Irritating, Multipurpose Surgical Adhesive Tape, Am. J. Surg. 100: 789, 1960.) Non-occlusive: prevents usual maceration. Cool, lightweight, comfortable. Easy to tear, handle, apply. Physiologically inert: Virtually eliminates chemical irritation, even in markedly tape-sensitive patients. Easily removed: Thin, non-creeping copolymer adhesive removes without depilation, yet outholds all previous tapes. Sticks even in baths; requires fewer changes. Available now: order through your surgical supply dealer or pharmacy in usual widths, 1/2" to 3", 10-yard rolls.

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OTCH SURGICAL TAPE MICROPOROU

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The Clinical Study: A "double blind" investigation to evaluate Desoxyn as an aid in controlling weight during pregnancy.

The Patients: 60 pregnant women divided into two groups. One group received Desoxyn each morning, while the other received a placebo of identical appearance.

The Dosage: 10 mg. of Desoxyn Gradumet, orally, once daily, in the morning.

The Clinical Result: The 30 patients taking Desoxyn gained an average of .302 pounds per week for an average of 15 weeks. Of these patients, eight gained no weight at all.

The women taking the placebo gained an average of .534 pounds per week for 16 weeks. Two did not gain.

The Record: During the study, nine of the Desoxyn patients were given diuretics, while 13 of the other women received the same treatment. One patient taking Desoxyn complained of nervousness, while two of the placebo group had the same reaction and reported nausea.

 Bayly, M. A., Desoxyephedrine As An Aid In Weight Control For Pregnant Clinic Patients, Quart. Bull. Northwestern Univ. M. School, 34:93, 1960.

The Drug:

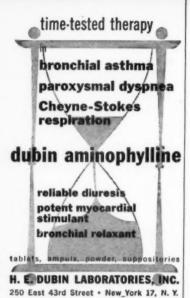
DESOXYN® Gradumet®

 $({\bf Methamphetamine\ Hydrochloride\ in\ Long-Release\ Dose\ Form^*})$

All-day appetite control from a single oral dose-5, 10 or 15 mg.

PAT, APPLIED FOR.









... Your politics

Social Security system. Do you feel they should be brought in? Under what conditions?

A. We favor the inclusion of self-employed doctors under old-age, survivors, and disability insurance if doctors themselves indicate they want it. More and more doctors are coming to share this view and to ask for coverage.

Q. What signs do you see that there is—or is going to be—a doctor shortage? What do you think can be done about it?

A. At the present rate of population growth, the ratio of physicians to population in the U.S. will drop from today's 141 per 100,000 to 134 by 1975. Meanwhile the demands for medical service will continue to increase, and a growing number of physicians will devote themselves full-time to research, teaching, and administration.

In line with these trends, the Administration has made proposals for financial assistance for medical students, and for the construction of new medical schools and expansion of old ones, END

Medical Economics, May 8, 1961

Milp

anx

For the irritable G.I. tract

Milpath acts quickly to suppress hypermotility, hypersecretion, pain and spasm, and to allay anxiety and tension with minimal side effects.

AVAILABLE IN TWO POTENCIES

MILPATH-400-Yellow, scored tablets of 400 mg. Miltown (meprobamate) and 25 mg. tridihexethyl chloride. Bottle of 50.

Dosage: 1 tablet t.i.d. at mealtime and 2 at bedtime.

MILPATH-200-Yellow, coated tablets of 200 mg. Miltown (meprobamate) and 25 mg. tridihexethyl chloride,

Bottle of 50.

Dosage: 1 or 2 tablets t.i.d. at mealtime and 2 at bedtime.



6 Miltown + anticholinergic



WALLACE LABORATORIES Cranbury, N. J.





Selections from the best-selling book by Walter Lord

1900: a new year

A fine, dry snow powdered the sidewalk as William J. Witt and Anna Waddilove, two young German-Americans, entered Liederkranz Hall in Jersey City and stood before the Reverend Rufus Johnson of Trinity Baptist Church. Dr. Johnson eyed his watch for a few moments, then began reading, and pronounced the Witts man and wife at 12:01 A.M., Jan. 1, 1900. The time was important, for the Witts wanted to be the first couple married in the twentieth century.

They were a year too soon. Actually the new

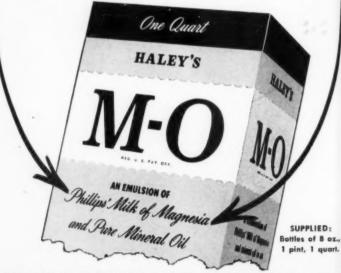
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Smooth-Working Combination

TO HELP CORRECT CONSTIPATION
Antacid • Laxative • Lubricant

Magnesium Hydroxide plus pure mineral oil make Haley's M-O a smooth working antacid-laxative-lubricant that efficaciously relieves constipation and the attendant gastric hyperacidity. The oil globules in Haley's M-O are minutely subdivided to assure uniform distribution and thorough mixture with intestinal contents. Oil leakage is avoided and a comfortable evacuation is effected through stimulation of normal intestinal rhythm and blunted defecation reflex.



THE CHAS. H. PHILLIPS CO. DIVISION of Sterling Drug Inc. 1450 Broadway, New York 18, N. Y.

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Medi

century would not begin until 1901. As the newspapers patiently explained, the first century obviously ended with the year 100, so the nineteenth had to end with the year 1900.

Still the Witts weren't convinced, nor were many other sentimental German-Americans. After all, the

The best of all possible worlds

Author Walter Lord writes knowingly and nostalgically about the years from 1900 to the first World War. He writes knowingly because he went to firsthand sources for his information—to the people who helped shape those years, and to the old diaries, letters, and newspapers that recalled them vividly. He writes



nostalgically because he caught from his sources the spirit of an age he himself never knew. "Those years were good," says Author Lord, "because, whatever the trouble, people were sure they could fix it. The solutions differed, of course—Theodore Roosevelt had his Square Deal, Carry Nation her hatchet—but everyone at least had a bold plan and could hardly wait to try it." You're sure to share Lord's nostalgia as you read the accompanying selections from his best-selling book, "The Good Years."

Y.

OUTWARDLY ANXIOUS-INWARDLY DEPRESSED...

Nardil

relieves the anxiety by resolving the hidden depression



Symptoms of Depression: Anxiety, tension, fatigue, and somatic complaints -common symptoms of an underlying depression - are frequently observed in everyday office patients. Therapy: A prescription for economical Nardil, unlike some tranquilizers which may deepen or mask depression, will relieve the anxiety and tension symptoms by removing the underlying depression in 4 out of 5 patients. Starting Rx: Because Nardil's maximum therapeutic benefits are usually attained within two to six weeks, a starting Rx for 50 tablets -about 21/2 weeks' therapy-is recommended. Nardil's Safety Record: The excellent safety record of Nardil has been established by extensive clinical use, as reported in over 100 scientific studies and confirmed by a minimal incidence of toxicity in more than several hundred thousand patients to date. Full dosage information, available on request, should be consulted before initiating therapy.

Nardil



brand of phenelzine dihydrogen sulfate

A TRUE ANTIDEPRESSANT— EFFECTIVE IN 4 OUT OF 5 PATIENTS

679

Kaiser himself said this was the day, and in Berlin at this very minute thirty-three guns were saluting the new era. Addressing his officers, Wilhelm promised the rebirth of "my Navy," so that in the coming century Germany might win "the place which it has not yet attained."

Elsewhere, mathematics prevailed, and the big celebration was postponed for another year. Except for the Witts, Jersey City had an uneventful New Year's Eve. The Metropolitan Wheelmen of Boston bicycled quietly to Newburyport. In St. Louis Mr. and Mrs. Thomas Lawler held a candy pull. In New York financier J. Pierpont Morgan played solitaire; at the 28th District Republican Club, the members sipped hot punch while President Charlie Hecht rendered "When the Swallows Homeward Fly."

Yet the idea would not die that there was something special about moving into 1900. The New York Tribune sensed it too. "No new century began yesterday. Avoid all delusions on that head," intoned the editor, "but those who had to date anything found that there was a queer sensation in writing '1900,' and they felt that something momentous had happened to the calendar."

So in the end the Kaiser, with his flair for the dramatic, was right. A new century is something that's not measured but felt. And nearly everybody felt that New Year's, 1900, was a milestone—a time to relish past accomplishments, a time to thrill to the promise of the future.

The newspapers did plenty of both. The New York Times on Dec. 31, 1899, devoted nearly four edi-



fetus

complication: threatened abortion

indicated:

Here are five reasons why:

- · Provera is the only commercially-available oral progestational agent that will maintain pregnancy in critical tests in ovariectomized animals.
- . It is four times as potent (by castrate assay) as any other progestational agent.
- · No significant side effects have been encountered.
- · It is available for both oral and parenteral administration.
- · Provera gives the economy of effective action from small doses.

Brief Basic Information

		I.M.
	Oral Provera*	Depo-Provera**
Description	Upjohn brand of medroxy- progesterone acetate.	Aqueous suspension, 50 mg. Provera per cc., for inframuscu- lar injection only.
Indications -	Threatened and habitual abortion, infertility, dysmenorrhea, secondary amenorrhea, premenstrual tension, functional uterine bleeding.	Threatened and habitual abortion, en- dometriosis.
Besage Threatened abortion	10 to 30 mg. daily until acute symptoms subside.	50 mg. i. M. daily while symptoms are present, followed by 50 mg. weekly through 1st trimester, or until fetal viability is evident.
Habitual abortion 1st trim.	10 mg. daily.	50 mg. I.M. weekly,
2nd trim.	20 mg. daily.	100 mg. I.M. q. 2 wks.
3rd trim.	40 mg, daily, through 8th month,	100 mg, I.M. q. 2 wks, through 8th month.
Supplied:	2.5 mg. scored, pink tab- lets, bottles of 25; 10 mg. scored, white tab- lets, bettles of 25 and 100.	Sterile aqueous sus- pension for intra- muscular use only, 50 mg. per cc., in 1 cc. and 5 cc. vials.†

Precautiess: Clinically, Provera is well tolerated. No significant un-loward effects here been reported. Animal studies show that Provera possesses adrenocritical-like activity. While such adreno-receiving large doses of Provera continuously for prolonged periods should be observed closely, Lieuwise, large doses of Provera have been found to produce some instances of female fetal mesculinta-tion in animals, Although this has not occurred in human beingts, a long period of time, should be considered.

a rong per return stream, amount to consecrete, provers, administered alone or in combination with estrogens, should not be employed in patients with abnormal uterine bleeding until a definite diagnosis has been established and the possibility of gentlam maligrancy has been eliminated.

tEach cc. of Depo-Provera contains: Medroxyprogesterone acetate, 50 mg.: Polyethylene giycol 4000, 28.8 mg.: Polysorbate 80, 1.92 mg.; Sodium chloride, 8.65 mg.: Methylparaben, 1.73 mg.: Propylparaben, 0.19 mg.; Water for injection, q.s.

The Upjohn Company, Kalamazoo, Michigan

STRADEMARK REG. U.S. PAT. OFF.

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AZOTREX LEAVES URINARY PATHOGENS NO PLACE TO HIDE sec o

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ZOTRE

REACHES PATHOGENS IN BLOOD. TISSUE AND URINI

When there is no obstruction, Azotrex denies bacteria a second chance to cause infection or contribute to chronicity

Bacteria in the urine can be destroyed by most urine-active antibacterial agents. But organisms beyond the reach of antibacterial-urine survive to produce reinfection and chronicity. Azotrex helps eliminate sensitive bacteria both inside the lumen and in the tissues of the urinary tract. With Azotrex these bacteria have no place to hide!

Azotrex does more than produce antibacterial-urine: it combats organisms outside the lumen of the urinary tract and also brings rapid relief of urinary discomfort.

Inside the lumen - Tetracycline and the highly soluble sulfamethizole in Azotrex accumulate in the urine in high concentrations. While sulfamethizole is only urine-active, it has the broader antibacterial spectrum against the most common urinary pathogens.

Outside the lumen - Tetracycline, the broad-spectrum antibiotic, builds up high antibacterial levels in the urinary tract tissues, as well as the blood and lymph, to destroy urinary tract invaders. Thus, the problems of reinfection and chronicity (in the absence of stasis) are minimized.

And Azotrex brings rapid relief of urinary discomfort-Because Azotrex contains phenylazo-diamino-pyridine HCl-the widely used urinary analgesicpatients receive prompt relief of pain, burning, frequency and urgency.

INDICATIONS: Initial therapy in urethritis, pyelitis, pyelonephritis, ureteritis and prostatitis due to bacterial infections. For continuing therapy, the appropriate agent should be selected on the basis of laboratory sensitivity tests.

In mixed infections with one organism sensitive to tetracycline and another sensitive to sulfamethizole but not to tetracycline, Azotrex may be properly considered for continuing therapy.

In certain infections due to E. coli, Str. faecalis, Pseudomonas aeruginosa, or A. aerogenes, Rhoads1 suggests that combinations of antimicrobials, such as tetracycline and sulfonamide, be considered for therapy.

DOSAGE: One or two capsules four times a day. See Official Package Circular for complete information on dosage, side effects and precautions.

EACH AZOTREX CAPSULE CONTAINS: Tetrex® (tetracycline phosphate complex) equivalent to tetracycline HCl activity, 125 mg.; sulfamethizole, 250 mg.; SUPPLY: Bottles of 24 and 100. phenylazo-diamino-pyridine HCl, 50 mg.

REFERENCE: 1. Rhoads, P. S.: Postgrad. Med. 21:563 (June) 1957.

BRISTOL LABORATORIES / Div. of Bristol-Myers Co. / Syracuse, New York

torial columns to a review of the nineteenth century. It proudly paraded the list of inventions—steam engines, railroads, telegraph, ocean liners, telephones, electric lights, even the cash register. They would pave the way for even greater advances. "We step upon the threshold of 1900 which leads to the new century," concluded the editorial, "facing a still brighter dawn of civilization."

Sunday sermons struck the same note. The Reverend Newell Dwight Hillis could scarcely contain himself: "Laws are becoming more just, rulers humane; music is becoming sweeter and books wiser; homes are happier, and the individual heart becoming at once more just and more gentle."

No wonder hopes were high. From coast to coast, the country had never seen such good times. The Portland Oregonian called 1899 "the most prosperous year Oregon has ever known." The Cheyenne Sun-Leader agreed: "Never has a year been ushered in with more promise." The Louisville Courier-Journal: "Business in Louisville was never better, if as good." The Boston Herald perhaps summed it up best with an interesting thought: "If one could not have made money this past year, his case is hopeless."

For a man with a little talent, there seemed no limit. Andrew Carnegie, the gnomelike Scotch steelmaster, saw his annual profits double. Coal operators had the best anthracite year in history. The slump of 1893-95 was all but forgotten—since those dreary days Southern cotton goods were up 92 per cent, manufactured exports 88 per cent, glass out-

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Acts directly altering p

Rapid and uncertain

Anti-infla

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new Tandearil

Geigy



a new development in nonhormonal, anti-inflammatory therapy

more specific than steroids-

Acts directly on the inflammatory lesion without altering pituitary-adrenal function... without impairing immunity responses.

more dependable than enzymes-

Rapid and complete absorption, without the uncertainty of oral or buccal enzyme therapy.

more potent than salicylates-

Anti-inflammatory potency of Tandearil markedly superior to aspirin. 12 Remarkably useful in a wide variety of inflammatory conditions, including: rheumatoid arthritis, spondylitis, osteoarthritis' -2; gout '-1; acute superficial thrombophlebitis'; painful shoulder (peritendinitis, capsulitis, bursitis, and acute arthritis of that joint) ''; severe forms of a variety of local inflammatory conditions'

The physician should be thoroughly familiar with the dosage, side effects, precautions and contraindications of Tandearil before prescribing. Full product information available on request.

und, lan, sugar-coated tablets of 100 mg, in cites of 100 and 1000.

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Geigy Pharmaceuticals Division of Geigy Chemical Corporation Ardsley, New York



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ENOVID

restores functional balance...arrests bleeding

The consistency with which Enovid restores the endocrine deficit of hypofunctioning ovaries is seldom more evident than in its prompt, positive control of dysfunctional uterine bleeding.

During adolescence, the menopause or whenever deficient or irregular elaboration of progesterone leads to menorrhagia or metrorrhagia, the potent progestational activity of Enovid may be relied on to exert prompt and definite hemostatic action. Moreover, Enovid may be prescribed without the risk of inducing hirsutism or other virilizing effects.

"Dysfunctional bleeding can, almost without exception, be controlled with hormonal therapy," Southam¹ asserts and continues, "norethynodrel (Enovid)...will produce hemostasis within 24 hours..."

Dosage and Supply: In menorrhagia, 20 mg. daily for four or five days, reduced to 10 mg. through day 24. If the period is still menorrhagic, the same dosage schedule should be repeated; if normal, 10 mg. daily should be given from day 5 to day 25 through two or three succeeding cycles. In metrorrhagia, 10 or 20 mg. of Enovid daily until day 25 to control bleeding. The determined dosage should be continued daily from day 5 to day 25 for two or three consecutive cycles and then withdrawn to determine whether the menstrual cycle has returned to normal. Enovid (brand of norethynodrel with ethynylestradiol 3-methyl ether) is supplied in uncoated, scored, coral-colored tablets of 10 mg. each.

G. D. SEARLE & CO.

CHICAGO 80, ILLINOIS

Research in the Service of Medicine

 Southam, A. L.: Dysfunctional Uterine Bleeding in Adolescence, Clin. Obst. & Gynec. 3:241 (March) 1960. put 52 per cent. No one noticed that the glass production record was achieved with the help of a 10-year-old child who had to tie stoppers on three hundred dozen bottles a day.

Even the usually discontented farmers were happy. Kansas barns bulged with a bumper corn crop. The cities and towns of the Midwest enjoyed a fantastic Christmas season. A Minneapolis jeweler figured that on one day during the holiday rush his diamond sales ran at the rate of \$2,400 an hour.

Sales were high, but prices were low—just the way the system was meant to work. A Chicago couple furnishing a home could easily get a mahogany parlor table for \$3.95... a sofa for \$9.98... a brass-trimmed bed for \$3. Food wasn't much of a problem with corned beef selling at 8 cents a pound. Clothes were equally reasonable—in Denver turtleneck sweaters were 8 cents apiece, felt hats 89 cents, top-quality suits \$10.65. Wages might be modest by later standards, but a man from Birmingham, Alabama, could still celebrate New Year's respectably, when six-year-old whisky cost \$3.20—for four quarts.

In Washington President William McKinley contentedly faced his annual New Year's reception, when the whole public could file by for the handshake the President so enjoyed. It was another election year, but there were no worries this time. The informal partnership between business and the Administration had proved itself. William Jennings Bryan, the young Democrat who made Wall Street shiver in '96, seemed as remote as his discredited platform of free silver. McKinley could stand with

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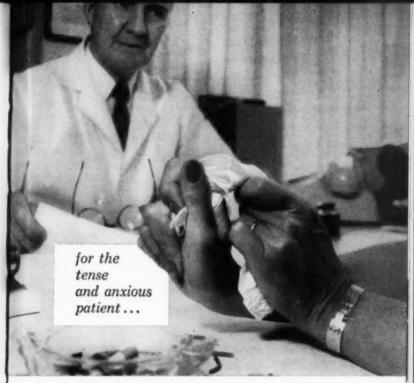
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the only sustained-release tranquilizer that does not cause autonomic side reactions

- SAFE, CONTINUOUS RELIEF of anxiety and tension for 12 hours with just one capsule—without causing autonomic side reactions and without impairing mental acuity, motor control or normal behavior.
- ECONOMICAL for the patient—daily cost is only a dime or so more than for barbiturates.

Meprospan-400

400 mg. meprobamate (Miltown®) sustained-release capsules

Usual desage: One capsule at breakfast lasts all day; one capsule with evening meal lasts all night.

Available: Meprospan-\$00, each blue-topped capsule contains 400 mg. Miltown (meprobamate). Meprospan-200, each yellow-topped capsule contains 200 mg. Miltown (meprobamate). Both potencies in bottles of 30.



CHE-4233

perfect confidence on the brief, irrefutable slogan "The Full Dinner Pail."

But prosperity was only part of the story. An endless stream of exciting discoveries offered concrete evidence of the abundant life ahead. The new X-ray was revolutionizing surgery. Walter Reed's experiments might end yellow fever. The caterpillar tractor would lighten farm work. The gramophone and pianola would bring joy to the home. Electricity promised untold wonders—not just light but help on all sorts of household chores; some man had even invented a toaster.

Best of all was the motorcar. Its growth had been phenomenal. On April 1, 1898, an adventuresome soul bought the first American machine ever made specifically for sale. By 1900 some 8,000 cars sputtered about the country. Over 100 taxis graced the streets of New York; Chicago even had a motor ambulance.

Countless miracles, boundless prosperity—they would go on and on. It was that simple. And perhaps this feeling that everything was so simple contributed most of all to the optimism and confidence that greeted the twentieth century. Wealth was simple. Small boys grew up on Horatio Alger; if you were good and worked hard, some day you would be rich. Rules were simple. Nice people didn't mention sex, and even smoking was questionable. President Mc-Kinley once cautioned a photographer, "We must not let the young men of the country see their President smoking." Pleasures too were simple. New Yorkers might rave about the Floradora sextet, but

the new high potency multivitamin from Robins

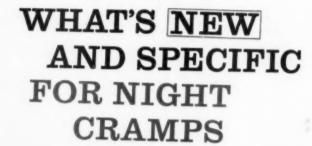


Adabee: simple as A,B,C,D!

Use simple, sound Adabee to build with, Use it to block anticipated deficiencies before they occur — as in surgery, or to reconstruct depletions brought on by physiologic stress. For Adabee contains only foursquare portions of the basic A, B, C, and D groupings; those most commonly prescribed. And in Adabee, they are present in a combination and amounts that provide efficient, sustained, dietary support too. No extra ingredients, no B_{igs} or folio acid. Adabee is easy to remember, simple to prescribe, and kind to your patient's purses Each yellow, capsule-shaped tablet contains: Vitamin A, 25,000 USP units; Vitamin D, 1,000 USP units; Thiamine mononitrate (B₁), 15 mg.: Riboflavin (B₂), 10 mg.: Pyridoxine HCI (B₃), 5 mg.: Nicotinamide, 50 mg.; Calcium pantothenate, 10 mg.; and Ascorbic acid, 250 mg. Or if you prefer, there's Adabee. M with eight miner als added.

3 Federal Register, 25 136, July 14, 1060, p. 6633, 4. Fronlich, E. D. New Eng. J.M., 269 1221, 1968.

A.H.Robins Company inc. Richmond, Va.



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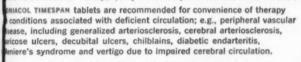
SAFE, SPECIFIC PERIPHERAL VASODILATOR IN THE NEW SUSTAINED-RELEASE FORM

CREASES AND MAINTAINS BLOOD FLOW FOR 10-12 HOURS

NUSUALLY GOOD" 1 VASODILATION Roniacol Timespan produced significant or complete elief of night cramps in a majority of patients. Action: specific dilation of peripheral essels. Result: Roniacol increases blood flow to ischemic extremities. 3-5

NE DOSE EFFECTIVE ALL NIGHT. New, sustained-release Roniacol Timespan brings convenience nd protection to your patients with night cramps—precludes interrupted sleep by roviding nightlong prophylaxis with a single evening dose.

o CONTRAINDICATIONS—NEGLIGIBLE SIDE EFFECTS Unlike sympathetic blocking agents, Roniacol selective—produces no cardiac stimulation, no hypotension, no gastrointestinal stimulation^{6,7} may be used safely in the presence of gastritis, peptic ulcer or coronary disease. Of 264 blients on Roniacol Timespan, only thirteen experienced side effects—none of them major.*



MASE: One or two Roniacol Timespan tablets in the morning and at night.

PUT: Tablets of 150 mg, bottles of 50. When prolonged effects renet desired, prescribe Roniacol Tartrate Tablets, 50 mg, Roniacol Elixir, 50 mg per teaspoonful (5 cc).

FERENCES: 1. R. E. Sumner, Personal Communication. 2. Reports File, Roche Laboratories. 3. E. C. Texter, et al., Am. J. M. Sc.,

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miscol® -brand of beta-pyridyl carbinol, Timespan®



ROCHE LABORATORIES Division of Hoffmann-La Roche Inc. Nutley 10, N. J. most people made their own amusement. Seymour, Connecticut—a typical small town—had its own orchestra, drama group, German band, and Gilbert and Sullivan troupe.

Government especially was happily simple. In 1900 the Navy Department's budget was \$55 million. Sixty years later, a single atomic submarine cost as much. Washington offices were pleasantly informal—one administrative clerk liked to keep a hen by his desk. Kind, portly President McKinley was the most accessible of men. "It is not always necessary, though better, to make an engagement to see the President," wrote White House correspondent Albert Halstead. In launching an abortive drive for the 1900 Democratic nomination, Admiral Dewey blandly explained, "Since studying the subject, I am convinced that the office of the President is not such a very difficult one to fill . . ."

By the same token the future was simple. The rewards would go to the virtuous. As the new century dawned, wise men gave their prophecies and predictions. Professor John Trowbridge of Harvard envisaged a nation-wide network of trolley car lines, binding the country together. Edward Everett Hale thought that by 1975 people might be shot through a tube from Texas to Georgia. Russell Sage thought millionaires were safe, for "they are the guardians of the public welfare." Ray Stannard Baker, a crack reporter of the day, saw the traffic problem itself nearing solution: "It is hardly possible to conceive the appearance of a crowded wholesale street in the day of the automotive vehicle. In the first place, it

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symptoms gone... feels like a new woman



basic therapy in vaginitis eliminates symptoms itching burning leukorrhea malodor destroys pathogens Trichomonas vaginalis Candida (Monilia) albicans nonspecific organisms...alone or in combination has these advantages high rates of clinical and cultural cures effectiveness even in menstrual blood and vaginal debris safe and nonirritating to delicate inflamed tissue esthetically acceptable with no disagreeable staining

TRICOFURON°

(nifuroxime and furazelidone)

Improved

Powder / Suppositories



Division of The Norwich Pharmacal Company NORWICH, NEW YORK will be almost as quiet as a country lane—all the crash of horses' hoofs and the rumble of steel tires will be gone. And since vehicles will be fewer and shorter than the present truck and span, streets will appear less crowded."

Only a few great men refused to peer into the crystal ball. Thomas Edison explained, "I don't care to play prophet to the twentieth century; it's too large an undertaking." When asked about the mission of the dramatist of the future, George Bernard Shaw acidly replied, "To write plays." The New York World regretted that the young Irishman did not take himself more seriously.

No such reticence from H. G. Wells, who was easily the most prolific prophet around. For six consecutive issues the North American Review carried his lively "Anticipations." Later events showed some to be a little visionary: for instance, the Anglo-American republic centered east of Chicago. Others were somewhat myopic: "Probably before 1950 a successful aeroplane will have soared and come home safe and sound." Others were just plain wrong: "I must confess that my imagination, in spite of spurring. refuses to see any sort of submarine doing anything but suffocate its crew and founder at sea." But many of Wells' predictions proved amazingly accurate. He didn't guess the words, but he certainly saw airconditioned houses, detergents, suburbia, thruways, and "togetherness."

Unlike some of the seers, Wells thought there would still be wars. On land, victory would depend on balloon power; on the sea, a light ironclad

are opiates now outmoded in pediatric diarrhea?



the first pharmacologically-specific, non-narcotic antiperistaltic agent — controls diarrhea as rapidly and effectively as opiates — without the undesirable properties of opiates — pleasant butterscotch flavor

AND WHEN THE DIARRHEA IS BACTERIAL IN ORIGIN

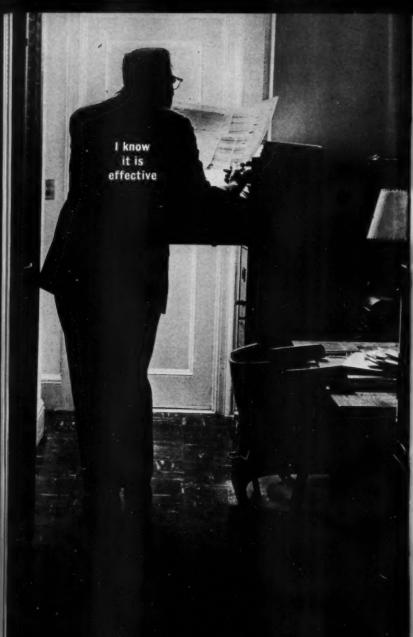
Entoquel Neomycin syrup

(Complete information regarding the use of Entoquel Syrup and Entoquel with Neomycin Syrup is available on request.)

Supplied: Entoquel Syrup – each 5 cc. contains 5 mg, thihexinol methylbromide, bottles of 6 oz. Entoquel with Neomycin Syrup – each 5 cc. contains 5 mg, thihexinol methylbromide and 50 mg, neomycin (from the sulfate), bottles of 6 oz. Available on Rx only.

TARITI.

WHITE LABORATORIES, INC., Kenilworth, New Jersey



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Science

The continuing clinical effectiveness of Terramycin therapy derives as always from its proven antibiotic characteristics—rapid absorption; notably wide distribution in body tissues and fluids; high, active wrinary concentrations; and a broad anti-infective spectrum embracing even such a troublesome organism as Pseudomonas. Additionally, Terramycin therapy provides the assurance of a 10-year record of exceptional toleration.



Cosa-Terramycin

IN BRIEF

Cosa-Terramycin provides oxytetsacycline (Terramycin®) with glucosamine for maximum absorption.

INDICATIONS: Because oxytetracycline is effective against both gram-positive and gram-negative bacteria, rickettsiae, spirochetes, large viruses, and certain parasites (amebae, pinworms), Cosa-Terramycin is indicated in a great variety of infections due to susceptible organisms, e.g., infections of the respiratory, gastrointestinal, and genitourinary tracts, surgical and soft-tissue infections, ophthalmic and otic infections, and many others.

ADMINISTRATION AND DOSAGE: Adults: 1 Gm. of oxytetracycline daily in four divided doses is usually effective. In severe infections, a larger dosage (2-4 Gm. daily) may be indicated. Infants and children: 10-20 mg. of oxytetracycline per lb. of body weight daily. Certain diseases are treated in courses.

SIDE EFFECTS AND PRECAUTIONS: Antibiotics may allow overgrowth of nonsusceptible organisms—particularly monilia and resistant staphylococci. If this occurs, discontinue medication and institute indicated suppor-

tive therapy and treatment with other appropriate antibiotics. Aluminum hydroxide gel has been shown to decrease antibiotic absorption and is therefore contraindicated. Glossitis and allergic reactions are rare. There are no known contraindications to glucosamine.

today's oral form of Terramycin

SUPPLIED: Cosa-Terramycin Capsules, 250 mg. and 125 mg. Terramycin is also available in: Cosa-Terrabon® Oral Suspension, a palatable preconstituted aqueous suspension containing 125 mg. per 5 cc. teaspoonful, bottles of 2 oz. and 1 pint; Cosa-Terrabon® Pediatric Drops, a palatable preconstituted aqueous suspension containing 5 mg. per drop (100 mg. per cc.), bottle of 10 cc. with calibrated plastic dropper; and Terramycin Intramuscular Solution, conveniently preconstituted, in the new 10 cc. multi-dose vial, 50 mg. per cc., and in 2 cc. prescored glass ampules, containing 100 mg. or 250 mg., packages of 5 and 100. In addition, a variety of other systemic and local dosage forms are available to meet specific therapeutic requirements.

More detailed professional information available on request.

Science for the world's well-being Pfizer Prizen LABORATORIES Division, Chas. Pfizer & Co., Inc. Brooklyn 6, New York

equipped with a murderous ram. "Unless I know nothing of my own blood," he explained, "the English and Americans will fight to ram."

Here was a revealing observation. It unconsciously gave away the one belief above all others that obsessed many minds as the twentieth century began. This was the conviction that the British and American people were bolder, braver, truer, nobler, brighter, and certainly better than anyone else in the world. As the New York Evening Post pointed out in its New Year's Day editorial on the Boer War, "Englishmen have, on the whole, taken their unexpected disasters in South Africa in manly fashion. One can imagine what would have happened in France under similar circumstances . . ."

It naturally followed that the future belonged to the Anglo-American "race." Together with the Germans, explained Professor John W. Davis, they were "particularly endowed with the capacity for establishing national states, and are especially called to that work; and therefore they are entrusted, in the general economy of history, with the mission of conducting the political civilization of the modern world." Kipling was less pontifical:

> Take up the White Man's burden— Send forth the best ye breed . . .

In taking up the burden this New Year's Day, both Britain and the United States had more than they bargained for. The British were getting nowhere with the Boers in South Africa. The Americans were having little better luck in the Philippines,

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Medical Economics, May 8, 1961

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often the only drug required for satisfactory reduction of blood pressure in both mild and moderate hypertension...commonly relieves headache, palpitation, etc.¹...may further reduce blood pressure levels reached on previous regimens²...usually obviates need for potassium supplements...potentiates effect of some adjunctive antihypertensive agents, decreasing their dosage needs, thereby reducing their potential side effects...economically priced for special benefit of long-term patients. Packaging: NAQUA Tablets, 2 and 4 mg., scored, bottles of 100 and 1000. References: (1) Cohen, B. M.: Newer Saluretic Agents in the Therapy of Hypertension, paper presented at 6th Internat. Cong. Int. Med., Basel, Switzerland, Aug. 24-27, 1960.

that trying legacy from the Spanish-American War.

This very New Year's morning the papers happily announced that Secretary of State John Hay had won all the great foreign powers to his Open Door policy. Under its terms each country gave the others equal trading rights in any "sphere of influence" it enjoyed in China. A happy solution for everybody and especially for America—the last power on the scene and the only one without a sphere of influence.

But more than trade was involved. Entirely apart from the commercial aspect, there was something exciting about the Open Door idea . . . something that caught the nation's imagination. Suddenly expansion was no longer a matter of grabbing territory; it was part of the duty of guarding the weak.

"It would be difficult to do a greater wrong to the people of China than to leave the nation to itself," declared D. Z. Sheffield in the January, 1900, Atlantic Monthly. "Here is the substance of the matter: China needs protection and guidance even to the point of wise compulsion."

1914: the last summer

Child labor, reform, causes—they all seemed far away in Atlanta on the morning of Sunday, June 28, 1914. It was a lazy summer day and hard to get worked up over anything more serious than last week's arrest of Harris G. White, the prominent real-estate man, for wearing a sleeveless bathing suit in Piedmont Lake.

The massive Sunday paper was by now an Amer-



In pharmacologic studies at Pasteur Institute and McGill University, the vasodilator activity of trolnitrate phosphate (METAMINE) was found to be equal or superior to nitroglycerin's, and of much longer duration.¹⁻²

In coronary insufficiency, one METAMINE SUSTAINED tablet b.i.d. markedly reduces the number and severity of anginal attacks and increases exercise tolerance, with virtual freedom from nitrate side effects and less danger of a forgotten dose.³⁻⁴ Bottles of 50 and 500 tablets.

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1. Bovet, D., and Nitti-Bovet, F.; Arch. Internat. de pharmacodyn. et therap, 83:367, 1946, 2. Melville, K.I., and Lu, F.C.: Canad. M.A.J. 65:11, 1951. 3. Fuller, H.L. and Kassel, L.E.: Antibiotic Med. & Clin. Therapy 3:322, 1956. 4. Eisfelder, H.W et al.: J. Am. Geriatrics Soc. 8:62, 1965.

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Growth (1959). (Lange



If fatness is the problem, the skinfold test will tell...

Studies emphasize that persons of "normal" body weight exhibit differences in their fatness and that body weight is an imperfect guide to body fat. 3.4.5 Recently, the calibrated measurement of skinfolds has received increasing clinical attention as a method of measuring obesity — because of its simplicity, rapidity and accuracy. 1.2

Measurement is made at selected sites with special constant tension calipers.3

Detailed information on the skinfold test is given in a special booklet, available to physicians on request.

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NEW BAMADEX SEQUELS contain the appetite-suppressant, d-amphetamine, effectively balanced with the tranquilizer, meprobamate, for sustained, effective appetite control without overstimulation of the central nervous system. One BAMADEX SEQUELS capsule suppresses appetite up to 8 hours...carries the patient through the critical period of compulsive eating... helps establish a new pattern of eating less—the ultimate aim of therapy.

Each capsule contains: d-amphetamine sulfate, 15 mg.; meprobamate, 300 mg. Desage: One capsule one-half hour before breakfast. Supply: Bottles of 30. Precautiens: Use with caution in patients hypersensitive to sympathomimetic compounds, who have coronary or cardiovascular disease, or who are severely hypertensive.

REQUEST COMPLETE INFORMATION ON INDICATIONS, DOSAGE, PRECAUTIONS AND CONTRAINDICATIONS FROM YOUR LEDERLE REPRESENTATIVE OR WRITE TO MEDICAL ADVISORY DEPARTMENT.

References: 1. Best, W. R.: J. Lab. & Clin. Med. 43:967 (1954). 2. Brožek, J. and Keys, A.: Mutrition Abstr. & Rev. 20:247 (1950). 3. Garn, S. M. and Shamir, Z.: In Methods for Research in Human Growth. Charles C. Thomas, Springfield, III., 1958, p. 64. 4. Mayer, J.: Postgrad. Med. 25:469 (1959). 5. Tanner, J. M.: Proc. Nutrition Soc. 18:148 (1959).

(Lange Skinfold Caliper courtesy of Kentucky Research Foundation, University of Kentucky.)

Ederle) LEDERLE LABORATORIES, A Division of American Cyanamid Company, Pearl River, New York

ican institution, and Atlantans waded through feature stories like "The History of the Elberta Peach" or read how Jack Johnson, the Negro heavyweight champion, easily outpointed Frank Moran in Paris.

The fight was the big sports story for most of the country, but in Baltimore local baseball fans happily read that their new rookie, young Babe Ruth, had just pitched the minor league Orioles to a 10-5 victory over Buffalo.

Forty-eight hundred miles away, it was also a hot, lazy Sunday in Sarajevo, capital of the Austro-Hungarian province of Bosnia. The Archduke Franz Ferdinand and his wife, the Duchess of Hohenberg, had arrived from Vienna—hoping to cement the ties that bound Slavic Bosnia to the Empire and to curb the growing sentiment for a union with Serbia.

And the people's mood seemed all too clear. Driving to a morning reception at the City Hall, Franz Ferdinand barely escaped an attempt to blow up his car. "Herr Burgermeister," he greeted the unfortunate mayor, "we have come here to pay you a visit and bombs have been thrown at us. This is altogether an amazing indignity!"

Undeterred, the mayor gamely stuck to the script of his prepared address: "All the citizens of the capital city of Sarajevo find that their souls are filled with happiness, and they most enthusiastically greet Your Highnesses' most illustrious visit with the most cordial of welcomes . . ."

Amenities over, Franz Ferdinand decided to visit an aide wounded by the misdirected bomb. Once again he climbed into the back of his big gray tourNow available for <u>bulk</u> purchase only at <u>bulk</u> savings...

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FREDERICK J. WALLACE, President,

American Cystoscope Makers, Inc.

PELHAM MANOR (PELHAM), NEW YORK

ing car. With the Duchess sitting beside him, the official party set off down Appel Quay.

Then a wrong turn, and the car stopped to back. As it did, it drew opposite a young man named Garrilo Princip. He was one of seven pan-Slav nationalists on hand that day for the express purpose of killing the Archduke. He just happened to be standing where the car stopped, but given the chance, he knew exactly how to use it. He stepped out from the curb, drew a Belgian pistol, and fired two quick shots.

Shouts, pounding feet, slashing sabers. Princip disappeared under an avalanche of surging, shoving, fist-swinging guards. The Archduke's car roared into reverse, spun around, and raced across the Lateiner Bridge toward the Governor's Palace. In the back seat, the Duchess of Hohenberg's head slumped between her husband's knees. Blood spurting from his own throat, Franz Ferdinand gasped, "Sophie dear! Sophie dear! Don't die!"

Around eleven o'clock they were both carried into the palace, to die a few minutes later. Outside, the only signs of the hatred that seared central Europe were a few green feathers from the imperial helmet, scattered on the floor of the empty touring car.

Next day, the news caused a brief flurry in the American press. The more romantic editors recalled Mayerling and dwelt on "the curse of the Hapsburgs." Other papers speculated about the political effect. Although cold and aloof, Franz Ferdinand had seemed the only man firm enough to hold the crumbling Austro-Hungarian Empire together. The New York Sun, however, felt that the removal of

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Literature

Helps you take the misery out of menopause as hormones alone often don't do



Fast-acting Milprem directly relieves both emotional dread and estrogen deficiency

Many physicians find that estrogen therapy is not enough for the woman who is also filled with anxiety by her menopause. Her emotional dread may make her so miserable that it becomes a real clinical problem.

This is where Milprem helps you so much. It calms the woman's anxiety and tension; prevents moody ups and downs; relieves her insomnia and headache. At the same time, it checks hot flushes by replacing lost estrogens. The patient feels better than she did on estrogen therapy alone. And your counsel and your assurances can now help her make her adjustment much faster.

Composition: Miltown (meprobamate) + conjuacted estrogens (equine).

Supplied: Milprem-400, each coated pink tablet contains 400 mg. Miltown and 0.4 mg. conjugated estragens (equine), Milprem-200, each coated oldrose tablet contains 200 mg. Miltown and 0.4 mg. conjugated estragens (equine). Both potencies labottles of 60.

Literature and samples on request.

Dosage: One Milprem tablet t.i.d. in 21-day courses with one-week rest periods; during the rest periods, Miltown alone con sustain the patient.

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such a strong personality would in the end make for greater peace in Europe.

But it all seemed so far away. Even on the evening of the 29th, the Atlanta Journal didn't consider the assassination front-page news. And next morning Atlantans were far more interested in the park board's denunciation of Judge Nash Broyles for condoning Mr. White's sleeveless bathing suit. By July 1, the nation's press had all but forgotten Franz Ferdinand. As the Grand Forks, North Dakota, Daily Herald put it: "To the world, or to a nation, an archduke more or less makes little difference."

Behind the heavy paneled doors of Vienna's ornate Foreign Ministry, men had other ideas. It was now definitely known that the assassination had been engineered in Serbia—the work of Slavic conspirators seeking to wrest Bosnia from the empire. The lights burned late as Austria's statesmen began planning appropriate countermeasures.

America moved into a sleepy, typically hot July. Little to worry about beyond the next predicament of Miss Pearl White in "The Perils of Pauline," the exciting new movie serial that was sweeping the country. "Pauline flees to the shore," ran the producer's blurb for the ninth episode, "persuades a hydroplane pilot to take her to safety. As they soar aloft, he lights a cigarette, flicks away the match. which lights on one of the wings, and in a few minutes the machine is in flames. Coward that he is, he grabs the only parachute and leaves Pauline to her fate . . ."

All this for only 5 cents, but then so many prices

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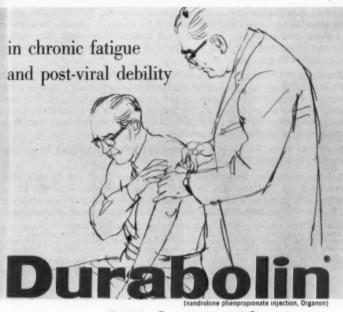
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once every 7-14 days provides safer, sustained anabolic revitalization

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Testosterone propionate (i.m.) Fluoxymesterone (oral)	E KOD	3-4 days 1 day
Methyltestosterone (oral)		1 day
Norethandrolone (eral)		1 day
Durabolin (i.m.)		7-10 days

Chart adapted from Craig, P.: J. Okla. St. M.A. (June) 1960.

Green bar represents anabolic potency; gray bar shows relative androgenicity

Supplied: 5-cc. vials, 1-cc. ampuls (box of 3) 25 mg. nandrolone phenpropionate/cc.



Organon Inc., West Orange, N. J. With its combination of 5 proven therapeutic agents, BRONKOTABS dilates the bronchioles...thins and helps expel thick mucus...combats local edema ... offers mild sedation...and treats the allergic component. Gets right to the root of asthmatic distress with minimal side effects, and none of those associated with steroids.

In a study of 40 patients with bronchial asthma, 24 persons (60%) reported BRONKOTABS brought good relief from asthmatic symptoms — ease of expectoration, reduction of bronchospasm and increased vital capacity. Only seven patients failed to respond at all. "The combination of drugs used [in Bronkotabs] gave greater relief in these patients than the conventionally used tablet [ephedrine, theophylline, phenobarbital]..." 1

In another study, 79.7% of 64 asthma patients showed good to excellent response to BRONKOTABS therapy.²

Each tablet contains: theophylline 100 mg.; ephedrine sulfate 24 mg.; phenobarbital 8 mg. (warning: may be habit forming); thenyldiamine HCl 10 mg. and glyceryl guaiacolate 100 mg. Supplied: bottles of 100 white scored tablets Usual precautions associated with sympathomimetic amines should be observed.

References: 1. Spielman, A. D.: Evaluation of a Combination Tablet of Theophylline, Ephedrine Sulphate, Phenobarbital, Thenyldlamine and Glyceryl Gualacolate in the Treatment of Chronic Asthma, Ann. Allergy 18:281, 1960. 2. Waldbott, G.: Bronkotabs-A New Antiasthmatic Preparation (Preliminary Report), Int. Arch. Allergy 17:116, 1960.

For full information on Breon's five antiasthmatics, see pp. 538-539 of the 1961 PHYSICIANS' DESK REFERENCE plus the 2nd, 3rd, or 4th quarterly supplement.

BRONKOTABS

CLEARS and DILATES the bronchial tree with MINIMAL SIDE EFFECTS



a full line of antiasthmatics designed to meet every patient's need

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all Au lik seemed reasonable. In Washington, D.C., eggs were 21 cents a dozen, a shoulder of lamb 16 cents a pound. In Houston, Texas, the Yale Painless Dentists offered gold fillings for 75 cents. Atlanta barbers gave haircuts for 15 cents.

It was clearly big money, then, when the nation's top automobile drivers raced for \$25,000 at Sioux City, Iowa, on the Fourth of July. The country briefly awoke from its torpor—it always did on the Fourth—and watched with interest as Eddie Rickenbacker drove his big Dusenberg Special to victory. He averaged seventy-eight miles an hour over the 300-mile course—quite a feat, even though Barney Oldfield, the greatest legend of them all, was forced out by engine trouble early in the race.

Back to the hammock, and hours equally tranquil whether a man was humble or high-placed. Writing from his post in Germany on July 7, Ambassador Gerard told Colonel House how a pleasant sail with the Kaiser was interrupted by Sarajevo . . . how tennis was responsible for his wretched handwriting . . . how everybody had left town: "Berlin is as quiet as a grave."

Ambassador Gerard hadn't noticed anything unusual, but the day before he scribbled his letter, the Kaiser and Chancellor Bethmann-Hollweg held an important meeting with Austrian representatives at Potsdam. Mighty Germany was Vienna's only real ally, and it meant a great deal when the Kaiser gave Austria carte blanche to punish Serbia any way she liked for Franz Ferdinand's murder.

The globe was full of irritating trouble spots this

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summer—any of them good for a short front-page item from time to time. There was the Ulster crisis, with civil war threatening in Ireland. There was great disorder in Haiti and Santo Domingo, with Washington preparing once again to land the Marines. And, of course, there was Eastern Europe. "Is Another Balkan War Near?" ran the title of an item in the July Review of Reviews. The article, however, said nothing about Bosnia; it referred to wrangling over Albania and the perennial threat of Greco-Turkish hostilities.

All this seemed far away too, and America continued its placid summer. In Grand Forks, North Dakota, the Sells-Floto Circus arrived on July 11, with Buffalo Bill himself leading the traditional parade. But the great frontiersman looked a little old now, and some found more excitement trooping behind the Giant Serenadum, a magnificent calliope.

Stores advertised the \$4 tango and slit skirt mesh bag, "very nobby and all the rage." This was indeed the summer of the tango. At first a fad of the fashionable, the new dance spread like a prairie fire. Gone were the days when the Bishop of Nashville could banish it with a wave of his hand. Now it was everywhere. At Coney Island, couples tangoed up and down the stairs of the Castle Summer House. In Denver, thousands tangoed in the streets on the final night of the Elks' jamboree.

Not that morals had collapsed. The tango was simply taking its place in the procession of great American fads. Otherwise the country remained eminently proper. West Virginia joined the growing



indices, i. e., pain on motion, tenderness, swelling and morning stiffness. Supplied: as 0.75 mg. and 0.5 mg. scored, pentagon-shaped tablets in bottles of 100. Also available as Injection DECADRON Phosphate and new Elixir DECADRON. Additional information on DECADRON is available to physicians on request. DECADRON is a trademark of Merch & Co., Inc.

Reference: 1. Bunim, J. J., in Hollander, J. L.: Arthritis and Allied Conditions, ed. 6, Philadelphia, Lea & Febiger, 1960, p. 364.



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Put your low-back patient back on the payroll

Soma's prompt relief of pain and stiffness can get your low-back patients back to work in days instead of weeks

Soma is unique because it combines the properties of an effective muscle relaxant and an independent analgesic in a single drug.

Thus with Soma, you can break up both pain and spasm fast, effectively . . . help give your patient the two things he wants most: relief from pain and rapid return to full activity.

Soma is notably safe. Side effects are rare. Drowsiness may occur, but usually only with higher dosages. Soma is available in 350 mg. tablets. USUAL DOSAGE: 1 TABLET Q.I.D.

The muscle relaxant with an independent pain-relieving action



Wallace Laboratories, Cranbury, New Jersey

list of dry states. Lillian Russell wrote a syndicated article called "Drink and Be Ugly." Chicago prohibited men and women from bathing together on municipal beaches.

Part and parcel of the penchant for purity was a new vogue for classical dancing. In Newport, society girls temporarily abandoned the social whirl and pranced barefoot about the lawns, smothered in togas and laurel wreaths.

America dozed on. The West moved into one of its patented heat waves, and most people found it too hot even to read the papers. Nothing in them anyhow. That is, unless one read the financial pages very, very carefully. Here, there were odd, cryptic little items, buried deep in dispatches from abroad. On July 18 Serbian bonds dropped from 78½ to 76½. On July 20, the New York Post's financial correspondent in London spoke vaguely of "heavy Vienna selling due to the Austria-Serbian situation"—no further explanation. Foreign dispatches to the Chicago Tribune described the Paris, Berlin, and Vienna markets as "demoralized"—again, no further explanation. Heavy shipments of gold began moving out of New York for European destinations.

July 23. Houston's Montrose Embroidery Club met as usual. In Philadelphia, Chief Bender pitched the As to a 9-2 win over Cleveland. "Little Mary Pickford" thrilled her fans in Washington, Denver, probably fifty other cities. In Little Rock the latest bargain was the "Castle Walk Shoe"—another tribute to Vernon and Irene Castle's influence.

At Lake Forest, Illinois, tennis enthusiasts watched

Medical Economics, May 8, 1961

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a pair of cardiac patients:



both are free of pain-but only one is on

DILAUDID

(Dihydromorphinone HCI)

swift, sure analgesia normally unmarred by nausea and vomiting

DILAUDID provides unexcelled analgesia in acute cardiovascular conditions. Onset of relief from pain is almost immediate. The high therapeutic ratio of DILAUDID is commonly reflected by lack of nausea and vomiting—and marked freedom from other side-effects such as dizziness and somnolence.

♠ by mouth ♠ by needle ♠ by rectum

2 mg., 3 mg., and 4 mg.

May be habit forming—usual precautions should be observed as with other opiate analgesics.



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all it takes for sustained protection in asthma



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One tablet on arising—protects through the working day, virtually eliminates the need for emergency medication One tablet 12 hours later—lets the patient sleep, reduces the need for middle-ofthe-night emergency medication

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New Tedral SA protects against bronchial constriction and reduces mucous congestion throughout the day and night, increases vital capacity and ability to exhale, reduces the frequency and severity of asthmatic attacks. Patients get the benefits of sustained protection with the convenience b.i.d. dosage. New Tedral SA is particularly indicated for patients who need continuous medication over prolonged periods.

RECOMMENDED ADULT DOSAGE: 1 tablet on arising and 1 tablet 12 hours later.

PRECAUTIONS: Tedral SA should be used with caution in patients with cardiovascular disease and/or severe hypertension, circulatory collapse, hyperthyroidism, prostatic hypertrophy os glaucoma. Phenobarbital in the formula may be habit forming.

EACH TABLET CONTAINS: Theophylline....180 mg.; Ephedrine HCl....48 mg.; Phenobarbital....25 mg.

Tedral SA is available to your patients on prescription only.

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Australia's awesome Davis Cup team trounce Canada in the first challenge round. The Chicago Tribune assured its readers that the event attracted "practically all Society folk still in town."

That evening Vienna finally showed its hand. At 6 P.M. the Austrian ambassador in Belgrade handed the Serbian government a document that astounded anyone accustomed to the usual niceties of diplomatic language. In the harshest terms, it blamed Serbia's "culpable tolerance" for harboring the movement that led to Franz Ferdinand's assassination. It called on Belgrade to repudiate all anti-Austrian activity and to punish the guilty parties. It insisted that Serbia accept Austrian police help in doing this. And it demanded compliance by 6 P.M., July 25—just forty-eight hours off.

This was more than an ultimatum. The humiliating language was obviously designed to be unacceptable, thus giving Austria a long-awaited pretext to march in and crush the pan-Slav movement herself. A mammoth storm was clearly blowing up. But Austria's ultimatum drew little attention anywhere. The Muskogee, Oklahoma, Daily Phoenix gave it ten lines on page six. And lest it seem unfair to take such a small paper, the mighty Chicago Tribune didn't mention it at all.

So America continued to drift. Another untroubled day of Eskimo Pies . . . droning electric fans . . . open-air trolley rides . . . winding up the victrola to hear "Sylvia" just once more. The big event of the day—and front-page news nearly everywhere —was Mrs. O. H. P. Belmont's fabulous Chinese Ball

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Although depression is a common component of problems seen in medical practice, the classical symptoms of depression are seldom obvious. Much more frequently, depression lurks in the background... is often masked by physical symptoms such as fatigue, insomnia, poor appetite and weight loss... is frequently detectable only by careful questioning.

When depression complicates the picture, Tofranil relieves or eliminates symptoms in approximately 80 per cent of cases within 2-3 weeks.

Detailed literature available on request.

Tofrānil", brand of imipramine hydrochloride: Tablets of 25 mg, and tablets of 10 mg, for geriatric and adolescent use; also, ampuls for intramuscular administration only, each containing 25 mg, in 2 cc. of solution (1.25 per cent).



Geigy Pharmaceuticals Division of Geigy Chemical Corp. Ardsley, New York TO594-61 at Newport. Once more the country interrupted its simple pleasures to enjoy the spectacle of society at play.

No one was disappointed. Mrs. Belmont converted Marble House into a reasonable replica of the Imperial Palace at Peking (actually, not very difficult to do) and added pelicans for extra authenticity. Mrs. Stuyvesant Fish came in robes that once belonged to a daughter of the Empress Keen-Lung. Smiling pleasantly—as though nothing were going on behind the scenes—Baron Kurt von Lersner of the German Embassy (in blue silk mandarin coat) chatted amiably with Joseph Loris-Melikoff of the Russian Embassy (in robes of purple and gold).

The following morning, July 25, the country suddenly woke up. Long before Vienna's ultimatum technically expired, word came that Serbia, though conciliatory, couldn't yield all the way . . . that she was backed by Russia and France . . . that Austria wouldn't give an inch . . . that she was backed by Germany.

"ALL EUROPE ON VERGE OF WAR," ran the shocked headline in Denver's Rocky Mountain News, and the words were repeated with little change all over the nation. People were stunned by the lack of warning—it was like a train plunging suddenly into a tunnel—but there was no doubt it was so. The headlines grew blacker with every edition. Foreign news bureaus, asleep for weeks, suddenly gushed out a torrent of late flashes, inside stories, background data, and interviews with that inevitable "authoritative spokesman who must at present remain unidenti-

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The relative unpalatability of special diets often leads to dissatisfaction and even "cheating." The juice of fresh Sunkist lemons has been found most useful in improving the palatability of these 3 common regimens:

- 1. Weight Reduction Diets—Many dieters find that a dash of fresh Sunkist lemon juice makes a tasty substitute for fattening sauces and dressings. Only 4 measly calories per tablespoonful.
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Special offer!

"The Law Sodium Fat-Centrelled Cookbook — Special Sunkist Edition," by Alma Smith Payne, and Dorothy Collehan, former research dietitian, Massachusetts General Hespital, with introduction by Francis L. Chamberlain, M.D., M.S.C.D. Valuable guide for lew-sodium potients. 480 pages, hundreds of recipes. Available from Sunkist at special price of only \$1.50 (regular addition \$4.00).

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fied." Dazed and overwhelmed, the American people picked up the threads as best they could.

And it wasn't easy, for events were now racing with lightning speed. On July 28 The New York Times optimistically declared, "A general European war is unthinkable . . . Europe can't afford such a war, and the world can't afford it, and happily the conviction is growing that such an appalling conflict is altogether beyond the realm of possibility."

But that very day Austria declared war on Serbia, and one by one the major European powers—chained together by interlocking alliances—tumbled into the fight. Aug. 1, Germany against Russia . . . Aug. 3, Germany against France. At eleven o'clock on the evening of Aug. 4, London declared war on Germany; and the great general conflict that seemed so impossible had at last begun.

"It is almost inconceivable," declared the Houston Post. "This incredible European catastrophe..." Woodrow Wilson wrote his friend Mary Hulbert. "Unthinkable, if it did not happen before our very eyes," sighed the Arkansas Gazette. "The war of nations has discovered the poverty of the language. Words are insufficient for the job," philosophized the Chicago Tribune. Maybe, but the Cedar Rapids, Iowa, Gazette made a brave try: "Blood-mad monarchs prepare dread sacrifice. Fifteen millions facing death. Royalty forces wreck and ruin on fated lands. Stubborn rulers play subjects as pawns."

A little lurid, perhaps, but a favorite theme. America was fascinated, if appalled, by the spectacle of these closely related kings and princes leading ANNOUNCING...A POTENT ANTIDEPRESSANT WITH EFFECTIVE ANTI-ANXIETY PROPERTIES



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DSUAL ADULT ORAL DOSAGE: Initial, 25 mg, three times a day, until a satisfactory response is noted. Many patients improve rapidly, although some depressed patients may require four to six weeks of therapy before obtaining maximum benefit. In severely depressed patients, as much as 150 mg, per day may be given. Maintenance, 25 mg, two to four times a day. Some patients may be maintained on 10 mg, four times a day. The natural course of depression is often many months in duration. Accordingly, it is appropriate to continue maintenance therapy for at least three months after the patient has achieved satisfactory improvement in order to lessen the possibility of relapse, which may occur if the patient's depressive cycle is not complete. In the event of relapse, therapy with ELAVIL may be reinstituted.

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SUPPLY: Tablets, 10 mg. and 25 mg., in bottles of 100. Injection (intramuscular), 10 mg. per cc., 10-cc. vials.

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Before prescribing or administering ELAVIL, the physician should consult the detailed information on use accompanying the package or available on request.



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their subjects to war. Why, the Kaiser and the Czar even called each other "Willy" and "Nicky." It all seemed so outdated, so archaic, so hideously medieval to a country fairly bursting with progress.

Of all these royal figures, the Kaiser seemed the most preposterous. He was so completely the antithesis of everything the new America stood for—those ridiculous uniforms, the spiked helmet, the constant flow of personal messages to God. Wilhelm tried hard to win American sentiment, but he never had a chance. Long before the "rape of Belgium," few could swallow this bombastic man who was not only an Emperor but twice a grand duke, eighteen times an ordinary duke, ten times a count, and three times something called a margrave.

Yes, the Kaiser was the worst; but to most Americans—happily insulated from old-world frictions—it all seemed insane. Why would anybody fight about a murdered archduke from someone else's land? "As for the superficial contentions at issue," concluded the Washington Post, "a police court judge could adjust them in a week."

"The shooting season is now upon us," chirped the Illustrated London News on Aug. 8, and the full irony of the passage only emerged as the reader read on: "A neat and pretty interior to the shooting box adds to the comfort and enjoyment." The same week, the Sphere was still advertising pleasure trips to Hamburg.

Even three weeks later the Sphere's lady columnist had an odd assessment of the situation: "Happily things are so far normal again that the women

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 Welsh, A. L.: Report, Conference on the Management of Chronic Dermatoses, University of Cincinnati College of Medicine, Cincinnati, Ohio, Nov. 4-5, 1959. Available: Alphosyl Lotion in 8 oz. bottles.

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of this country are beginning, for the sake of those who would necessarily suffer if they did not, to take a chastened interest in fashions once more. So many of the shops have determined to retain their staffs as being their best service to the country, that everybody feels it a patriotic duty to second them as far as possible."

Then the casualty lists began to roll in. Long, frightful, endless. And everybody finally understood the full meaning of Sir Edward Grey's wistful remark on the eve of war: "The lamps are going out all over Europe. We shall not see them lit again in our lifetime."

In America, all agreed that the war would have little effect on life at home. The New Haven Journal-Courier worried about a possible labor shortage as European reservists hurried back, but it was hard to regard this very seriously. Economists puzzled over the business consequences but came up with nothing startling. Current Opinion felt that foreign sales of shoes and blankets would benefit, nonmilitary goods would drop off. Among the latter, the magazine listed oil, automobiles, copper, and machinery. None of this seemed to affect the average person.

But strange things began happening almost right away. Less than a week after England's declaration, the small Cheyenne Milling Company sold 6,000 sacks of wheat on the Denver market in one bonanza day—something the sleepy little mill never dreamed of doing before. Almost ruefully, the Cheyenne State-Leader reminded the management that

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Economics were only part of the story. Almost overnight, Americans lost a happy, easygoing, confident way of looking at things. Gone was the bright lilt of "When You Wore a Tulip"; already it was the sadly nostalgic "There's a Long, Long Trail a-Winding," or the grimly suggestive "I Didn't Raise My Boy to Be a Soldier." A mounting crescendo of screaming headlines . . . atrocity stories . . . U-boat sinkings . . . charges and countercharges shocked the nation, jarred its faith, left a residue of doubt and dismay.

Nothing seemed simple any more. Nothing was black and white. Nothing was "right" or "wrong," the way Theodore Roosevelt used to describe things. And as the simple problems vanished, so did the simple solutions. Trust-busting, direct primaries, arbitration treaties, and all the rest. They somehow lost their glamour as exciting panaceas, and nothing took their place. But the problems grew and grew—preparedness . . taxes . . war . . bolshevism . . disillusionment . . depression . . . fascism . . Moscow . . fallout . . space . . more taxes.

So the old life slipped away, never to return again, and wise men sensed it almost at once—men like Henry White, the immensely urbane diplomat who had served the country so well. "He instinctively felt," according to his biographer Allan Nevins,

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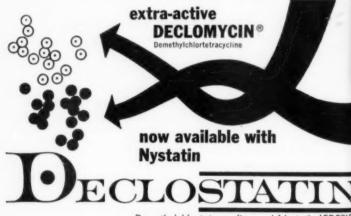
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"that his world—the world of constant travel, cosmopolitan intercourse, secure comfort and culture would never be the same again."

Perhaps it was just as well. There was much that was wrong with this old way of living—its injustices, its naïveté, its waste, its smug self-assurance. Men would come along to fix all that. New laws, controls, regulations, forms filled out in triplicate would keep anybody from getting too much or too little. And swarms of consultants, researchers, special assistants, and executive committees would make sure that great men always said and did the right thing.

There would be great gains. But after all the gains had been counted, it would turn out that some-



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thing was also lost—a touch of optimism, confidence, exuberance, and hope. The spirit of an era can't be blocked out and measured, but it is there none the less. And in these brief, buoyant years it was a spark that somehow gave extra promise to life. By the light of this spark, men and women saw themselves as heroes shaping the world, rather than victims struggling through it.

Actually, this was nothing unique. People had seen the spark before, would surely do so again. For it can never die as long as men breathe. But sometimes it burns low, leaving men uncertain in the shadows; other times it glows bright, catching the eye with breath-taking visions of the future. END

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8 oz. glass contains 10 mg. calcium, 50 mg. phosphorus, 1/8 min. daily requirement of niacin, smaller amounts of other 8-complex vitamins. (dwarage of American Seen)



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Memo from the editors

Medical Economics, May 8, 1961

Good and fast

Too many doctors build their a practices on the basis of high fees and low volume. They could earn just as much, and satisfy the public a lot more, if they aimed for the lowest prices and the greatest number of patients consistent with good medicine.

We've said this before. We say it again now because it's pertinent to several recent articles. One, "How to Speed Up Without Seeming to," described a six-doctor group that sees 240 patients a day. Another: "75 Office Visits a Day—and He Practices Good Medicine." Still another: "Busiest Solo Practice I've Ever Seen." These three articles made some readers ask: How busy is too busy? At what point does good medicine get lost in the shuffle?

MEDICAL ECONOMICS doesn't presume to answer for you. In your own special circumstances, you yourself must decide the proper pace at which to practice. You're well aware, as we are, that it's never the proper pace if professional skill or personal attention get slighted.

They don't get slighted in the fast-paced practices mentioned above, according to competent observers. But that doesn't mean these practices should serve as models for you.

How t

Why

Why, then, does MEDICAL EC-ONOMICS devote space to such practices? Because they dramatize the fact that it's possible for a doctor to be both good and fast. And this fact has important economic implications:

Suppose you now devote twenty minutes to a typical patient on a routine office visit. Suppose fifteen minutes would suffice if you hired extra help or installed new facilities. You could serve one additional patient every hour, five every day, 1,500 every year. You could cover your extra costs without charging more. You might even be able to charge less.

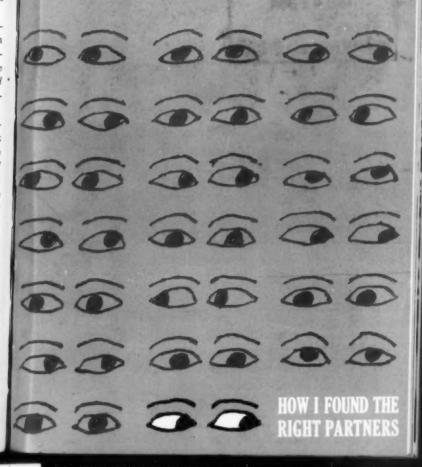
Higher production, lower unit prices—the secret of American enterprise is nothing more than this. As long as it's linked with professional skill and the personal touch, it's applicable to American medicine too. Perhaps even to your practice? Only you can decide. END

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Could you use hypnosis in your practice?

How to profit by selling stock options

Why some new G.P.s aren't good G.P.s'



New findings show a mild soap can be advised in cases of CONTACT DERMATITIS

One in a series . . . a doctor speaks his mind on soap

A recent controlled study indicates that pure, mild soap is not harmful during standard treatment of contact dermatitis (dermatitis venenata) and other eczemas*. The report on this study comments:

"...it would seem of practical advantage to permit the use of soap in the management of patients with eczemas without fear of adversely influencing the course of the disease."

Management of Patients with Eczematous Diseases, J.A.M.A., 173:11, pp. 1196-1198, (July 16), 1900. The soap used in this study was Procter & Gamble's Ivory. In its formulation, every possible precaution is taken to keep Ivory free from impurities that might disturb normal skin or aggravate eczematous skin.

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